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BROADCASTING

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FEBRUARY 15, 1939
WASHINGTON, D. C.

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Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

BUSINESS ADMINISTRATION
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250 WORDS OF COPY PULL 17,279 LETTERS FOR INTERNATIONAL HARVESTER

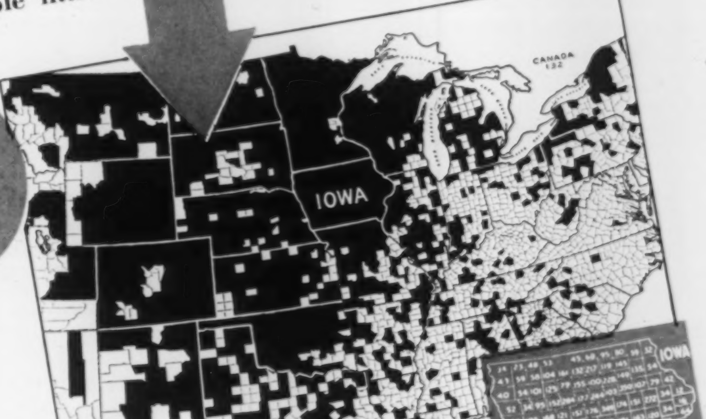
An Average of One Reply for Every 47 Radio Homes in Iowa!

REPLIES FROM 1277 OF THE 3070 COUNTIES IN THE U. S.!

Maybe you like "barn dance" entertainment—maybe you don't. But listen!

'Twas the week before Christmas, when all through the land, the listening audience is supposed to be at lowest ebb. At that unfavorable time, International Harvester — a sponsor on our regular Saturday-night Iowa Barn Dance Frolic—offered a simple little booklet containing pictures of the cast. Just 250 well-chosen words were spoken. *But 17,279 people sat right down, and wrote!*

YOU figure how many listeners it takes to make 17,279 *writers!* YOU figure why *every third county* in the U. S. was represented! YOU figure what station other than WHO could do such a job for *YOU!*



WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

KLZ GIVES DENVER THE *News*

- KLZ adds Wm. A. Green, A. F. of L. president and Colorado's Governor to long list of newsworthy interviews.
- Colorado's Carnegie hero Clarence Martella, was interviewed by KLZ hours before any other radio station or newspaper made the announcement of the award.

Completely, Authentically . . . With the Speed of Light!

• Denver and the Rocky Mountain area have found out that it takes more than a slot desk and a press to render top-flight news service. For Denver has KLZ . . . and KLZ is the fountainhead of news in this vast region.

News dissemination is a major activity with KLZ. Its news department is staffed with newspaper-trained men. Its management is news-minded. As a result, scoops over newspapers, wire services and even the networks have become common occurrences with KLZ . . . have elevated KLZ to a unique position in American newscasting history.

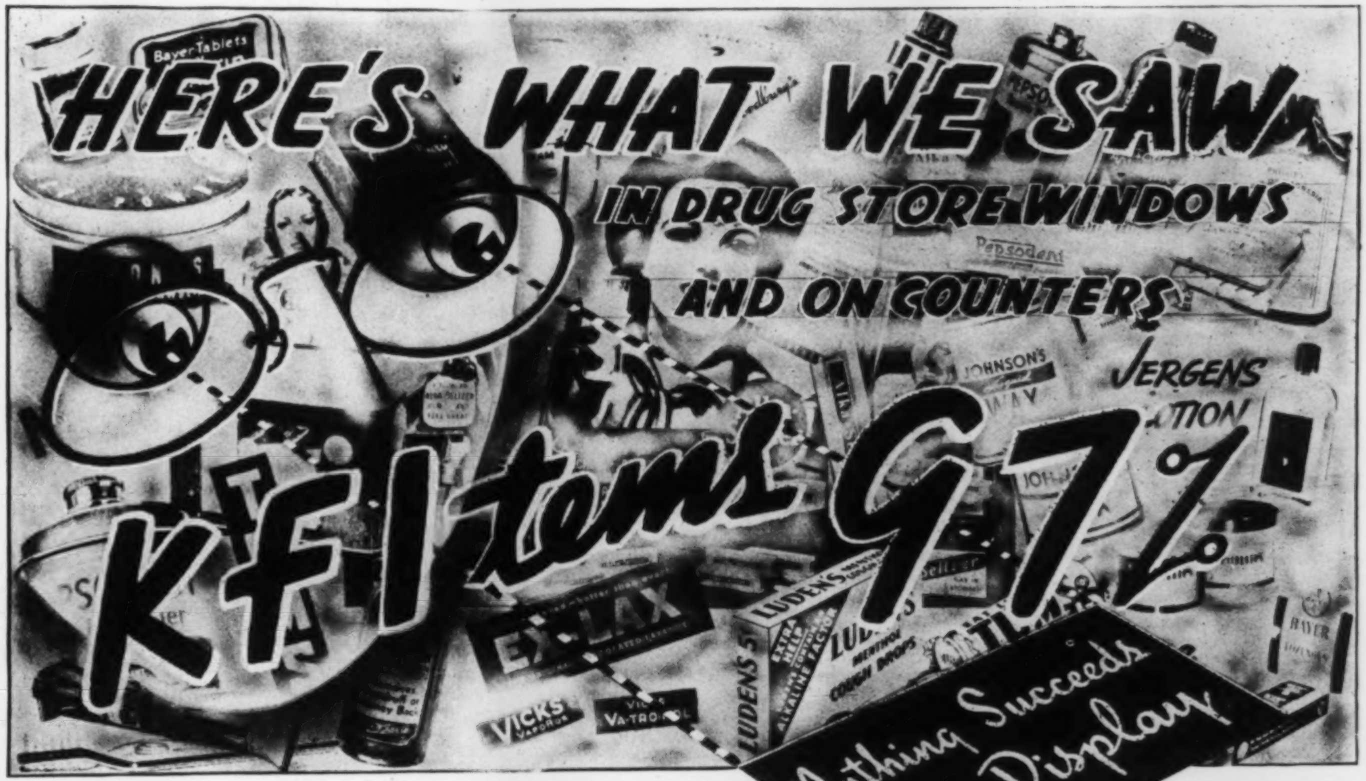
Colorado has formed a habit of listening to KLZ for its news. Colorado has likewise formed a habit of thinking of KLZ first when newsworthy events break. Adequate as KLZ's news set-up is, it would be far less effective if it were not for the constant vigilance and voluntary cooperation of both private and official sources of news throughout the region.

KLZ has acquired an earnest devotion from listeners . . . earned by an unparalleled ability to serve public interest, convenience and necessity . . . proved by the fact that KLZ newscasts have never lacked sponsorship since their inauguration . . . reflected by outstanding sales records for products exploited through its facilities.

KLZ *Denver*

CBS AFFILIATE—560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.


HERE'S WHAT WE SAW
IN DRUG STORE WINDOWS
AND ON COUNTERS
KFI Items 97%
Nothing Succeeds like Display
Bayer Tablets
Pepsodent
JOHNSON'S WAX
JERGENS LOTION
EX-LAX
LUDEN'S
VICKS VAPORUB
VICKS VA-TRO-NOL
BAYER

KFI DRUG STORE DISPLAY SURVEY

WE'VE been peeking again — this time on the counters and right into the window displays of 210 retail drug stores in Los Angeles. We wanted to find out if KFI advertised Drug Store items were given preferred display. THEY WERE! We wanted to know if druggists realized the terrific sales power in displays of fast-turn-over KFI advertised items. THEY DID.

In our own curious way we wanted to see if KFI did as effective a selling job to the retail druggist as we modestly feel we do with the public; so—

FAX-FINDERS found 97% of the 210 drug stores prominently displayed up to 19 drug store items on KFI.

NOTE—FAX-FINDERS checked 1137 items in 210 drug store counters and windows—excluding soda fountains, cases and shelves.

—and in the highly competitive drug store business of Los Angeles, valuable top-of-counter and window space is rigidly reserved for quick selling productively advertised items.

KFI drug store items are preferred as drug store display items. That's our story, verified by FAX-FINDERS survey.

Earle C. Anthony, Inc.

KFI • LOS ANGELES • KECA

EDWARD PETRY & CO. ★ *National Sales Representative*

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VENTURA
LOS ANGELES
ORANGE
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*The State of KFI is Composed of The Nine Southern California Counties
NBC RED NETWORK
50,000 WATTS 640 KC

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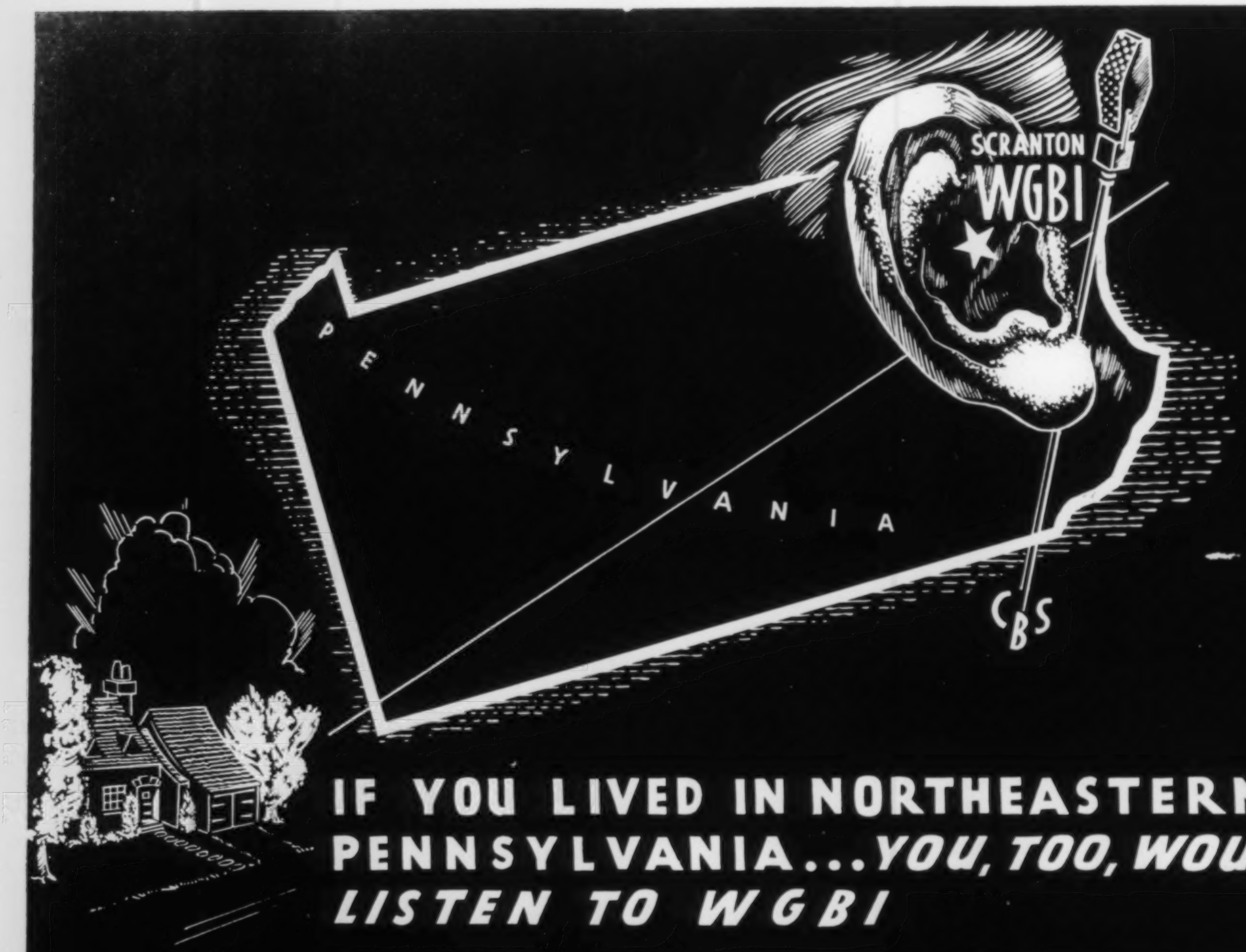

IF YOU LIVED IN NORTHEASTERN PENNSYLVANIA... *YOU, TOO, WOULD LISTEN TO WGBI*

A recent Starch personal-interview survey confirmed the fact that WGBI is the ONLY station which delivers a consistently satisfactory signal throughout Northeastern Pennsylvania. (This primary service area includes such cities as Scranton and Wilkes-Barre . . . such counties as Luzerne, Lackawanna and Wyoming.)

The Starch survey proved that 98% of the daytime listeners and 96% of the evening listeners in this area tune regularly to WGBI.

One of the reasons WGBI has built a large, loyal audience in the 17th largest metropolitan area of the U. S. is because it carries more than 60 hours of topnotch entertainment weekly from CBS as well as many programs of exceptional local and regional interest.

To sell successfully in Northeastern Pennsylvania you MUST use WGBI!

1000 WATTS
L.S.
•
500 WATTS
NIGHT
•
880 KCS.

SCRANTON **WGBI** PENNA.

SCRANTON BROADCASTERS, INC. *Frank Megargee*, PRESIDENT.
NATIONAL REPRESENTATIVES: *John Blair and Co.*

Columbia
Broadcasting
System
salutes its

new 50,000 watt
Southern Stations

WRVA

RICHMOND

50,000 WATTS

The *only* 50,000 watt station in its territory, giving the advertiser *many* Southern markets at the cost of only *one!*

REPRESENTED BY PAUL H. RAYMER CO.

On the air with 50,000 watts on March 15th.

WWL

NEW ORLEANS

50,000 WATTS

The most powerful station from Houston to Atlanta dominates a rich territory where 10,000,000 people live.

REPRESENTED BY THE KATZ AGENCY

Now on the air with 50,000 watt

KRLD

DALLAS

50,000 WATTS

The oldest and largest CBS outlet in Texas, offering first-place coverage of one of the nation's most prosperous markets.

Represented by The Branham Co.

On the air with 50,000 watts about April 1st.

CBS

is justly proud of these progressive Southern affiliates of the world's largest network...

and of WJSV

WJSV
WASHINGTON
50,000 WATTS*

COLUMBIA'S station for the Nation's Capital. Washington is the wealthiest per capita market in the country. And WJSV is its favorite radio outlet.

*Construction permit granted

Owned and operated by the

COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES
New York, Chicago, Detroit, St. Louis, Cincinnati
Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

AN AWARD FOR
WCCO
—and a Nice One, too

76% FOR WCCO—21% FOR STA. B

Out of a clear Northwestern sky, the other day, a juicy plum fell into our lap. We split it with a delighted agency and client. It all came about when the agency wanted to find out which of the two big Minneapolis-St. Paul stations was dominant. The agency ordered a coincidental telephone survey Monday night, January 9th, *when both stations broadcast "news" at the same time:* 10:15 to 10:30 p.m. They found:

- 41% OF ALL RADIOS WERE IN USE
- WCCO LED ITS NEAREST COMPETITOR by 4.7 to 1 in Minneapolis (home of WCCO), by 2 to 1 in St. Paul (where the competing station is located). The population of Minneapolis is 496,000; St. Paul is 286,000.

HERE'S THE WAY THEY STACKED UP:

	WCCO *(news)*	Station B *(news)*	Station C *(orchestra)*
MINNEAPOLIS	71%	15%	3%
ST. PAUL	47%	23%	3%
Weighted Audience Average (on basis of set ownership: three stations = 100%)	76%	21%	3%

Name of agency and details, including other studies made in Northwestern towns and rural communities with practically the same percentage of sets tuned in and where the percentage listening to WCCO was even greater, will be sent on request.

WCCO • 50,000 WATTS • CBS • MINNEAPOLIS—ST. PAUL

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N.C., Los Angeles, San Francisco

"Sure—this *is* a holiday!"

There's a lot of truth in the old maxim "if you want something done, go to a *busy* man".

Here at F & P you'll find at least one of us doing overtime almost every night of the year. And almost every Sunday. Not because we're under-staffed. But because when you give us a job to do, *we're not content to apply the kind of routine effort that starts and stops with formal office hours. . . .*

If there's a job on your desk, now, that you want done *well*, give us a crack at it. Particularly if you've never used us before, we'd like to *show* you how we work.

Exclusive Representatives:

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WOC	Davenport
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WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dalas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

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BROADCASTING
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Wheeler Moves for Action on Radio Bill

By WALTER BROWN

Opposition Develops as White Plans Own Measure; Senate Hearings on 3-Man Bill to Start About March 1

SALIENT FEATURES OF WHEELER BILL

FOLLOWING are the principal provisions of the Wheeler Bill (S-1268) introduced by Chairman Wheeler of the Senate Interstate Commerce Committee at the behest of President Roosevelt, and embodying suggestions advanced by FCC Chairman Frank R. McNinch:

1. Abolition of the FCC and its seven members, and creation of a three-man board to be known as the Federal Communications and Radio Commission. Members of the bi-partisan board (not more than two of the same party) would be named by the President subject to Senate approval.
2. The chairman would be named by the President and become principal executive officer, as against the implied co-equal status of commissioners under existing law. Members would be appointed for two, four and six-year terms with successors appointed for six years in lieu of present seven-year terms. Salaries would be $10,000 per year as at present.
3. The Commission would appoint and prescribe non-judicial functions for three administrative assistants, appointed at $9,000 per year, one for broadcasting, the second for communications carriers, and the third for international radio and communications. All would report to the chairman.
4. The existing departmental structure of a secretary, chief engineer and three assistants, chief accountant and three assistants, and general counsel and three assistants, would be augmented by a department of research and information with a director at $8,000 per year and two assistants at $6,000 each, to deal with social and economic matters. In broadcasting it would encourage listener responses to programs, pro and con—making possible what Chairman McNinch calls a "close contact" with listeners as a "guide and corrective".
5. Authorize appointment of attorneys without regard to civil service. Transfer all regular employes from the FCC without change of classification for 60 days, and following that for a temporary period of not more than four months during which "adjustments" would be made and undesirables released.
6. Without regard to Civil Service authorize each commissioner to appoint an assistant at $5,000 per year as against the present limit of $4,000, and a secretary at not more than $3,000, whereas now such secretaries must be under Civil Service.
7. All other provisions of the Communications Act of 1934, and all other functions of FCC would be assumed by new agency. The new Act would become effective as soon as members have taken office.

SWEEPING legislation to abolish the FCC and set up a new three-man body to be known as the Federal Communications & Radio Commission, with administrative supervision resting in the chairman, was introduced in the Senate Feb. 9 by Chairman Wheeler of the Interstate Commerce Committee.

The bill (S-1268), which authorizes reorganization of the present Commission from top to bottom, was drafted by Senator Wheeler in collaboration with Chairman McNinch and is backed by the Administration.

Repercussions to the broad proposal to legislate the present seven FCC commissioners out of office and centralize the federal power over the radio, telephone and telegraph industries in the hands of three men to be appointed by President Roosevelt and confirmed by the Senate, indicated a bitter battle on Capitol Hill before the Wheeler bill can be enacted.

White Opposed; Hearings in March

Senator White (R-Me.), long recognized as the outstanding Congressional authority on radio legislation, immediately announced his opposition to the Wheeler bill in no uncertain terms and as a counter move began drafting a measure of his own. He intends to introduce his bill for consideration along with the Administration measure.

Open hearings on the proposed legislation are slated to start around March 1 before an Interstate Commerce subcommittee of probably five members headed by Chairman Wheeler, who has indicated he will personally lead the fight for the bill. Senator White, the ranking Republican on the committee, is expected to be a member of the subcommittee. Chairman McNinch, members of the Commission, representatives of the industries affected and other interested parties will be heard.

While Senator Wheeler has indicated his desire to speed FCC reorganization legislation through the Senate, hearings may run several weeks. The hearings in themselves may prove a tug of war between conflicting views on the proposed legislation. Since all controversial legislation is a matter of compromise, the bill which the subcommittee reports to the full committee may be changed in many respects from the original Wheeler bill. This, of course, will depend on the facts developed at the hearings.

Nine of the 21 members of the Senate Interstate Commerce Committee are militant New Dealers. With the chairman, who broke with the President on the Court and Government reorganization bills, sponsoring an Administration measure, it has better than an even chance to get out of committee, at least in amended form.

Because of his independent course in past relations with the White House, Senator Wheeler's sponsorship will unquestionably be a strong factor when the legislation reaches the Senate floor. Senate sentiment on the bill will not begin to crystallize until the hearings are held. At this time any prediction as to the chances of the FCC reorganization bill to pass would be a mere guess.

It is worth noting, however, that the FCC bill reached the legislative hopper at a time when the relationship between the President and Congress, especially the Senate, was anything but friendly and cooperative. This strained feeling began with the attempted purge in Democratic primaries last summer, and developed vividly during recent controversies over relief and economy and the clash between the President and the Senate over the constitutional right of the Senators in appointments.

With the Republicans solidly opposing the Wheeler bill, as all indications now point, and the certainty they will raise the cry of a "radio dictatorship" by "liquidation" of a seven-man quasi-judicial body, it is safe to predict the FCC reorganization proposal is in for rough sailing. On the other hand the Wheeler sponsorship, coupled with a widespread feeling on Capitol Hill that the present FCC is shot through with dissension and that corrective Congressional action is needed, will develop strong support for the legislation.

Chairman Lea, of the House Interstate & Foreign Commerce Committee, has on his desk a companion measure to the Wheeler bill but he has not said when he will introduce it or what changes he intends to make. He stated that his committee would await Senate action before considering communications legislation. Possibly bearing on Mr. Lea's attitude is the fact that he has introduced a bill for a 19-member ICC, as against the President's proposal for a 16-member board.

The Wheeler bill deals strictly with administrative reorganization. The Montana Senator said he expected to follow his reorganization proposal with another bill dealing with policies for the guidance of the Commission.

Seek Public Support

Both Senator Wheeler and Chairman McNinch swung into action to create public sentiment for the reorganization measure immediately after it was introduced. The Montanan, who was a candidate for Vice-President on the Progressive ticket with the elder Bob La Follette in 1924, issued a statement urging passage of his bill to "center responsibility" and "get results" at the FCC. He said small commissions promote efficiency.

Chairman McNinch, over an MBS network from Baltimore, pleaded for passage of the Wheeler bill in a similar vein [see page 13]. "I believe this reorganization measure, if enacted by the Congress, will

Radio a Whipping Boy for the FCC's Sins? — *An Editorial*

FOR THE SINS and omissions of its Governmental regulators, rather than because of any inherent wrong in itself, radio is about to go on trial before Congress. Unless there is clear thinking and resourceful preparation by the broadcasting industry, the American public may suffer more political hamstringing of the most virile and concededly the best broadcast service in the world.

Extravagant as these statements may seem, those close to the Washington scene can vouch for their validity. Radio finds itself in the vortex of the utter confusion that reigns on the FCC, which the Administration wants to behead immediately. A near frenzy prevails, and in such a situation anything can happen—and radio itself very likely will be made the goat, for politicians and bureaucrats certainly are not inclined to admit their own errors.

Already there is sniping from many sides, and the whole "mess," as President Roosevelt himself once called it, is likely to be aired, personalities and all, when hearings begin soon before a Senate subcommittee on "ripper" legislation proposing to liquidate the membership of the seven-man FCC and substitute therefor a three-man board. The Wheeler bill to accomplish this is the Administration's suggested answer to the immediate problem of regulation. It is in effect the Administration's apology for the strife created by its own selections of FCC personnel rather than an attempt to correct the law itself. For our part, we think the law is generally basically sound; its administration and administrators have been at fault.

Chairman McNinch, author of the three-man commission plan, hasn't ameliorated conditions any since introduction of the Wheeler bill. His Feb. 10 radio address, despite his protestations against radio censorship, was singularly provocative of that very issue. The idea of setting up a bureau to solicit listener complaints (and plaudits) with respect to programs certainly appears to transcend present or contemplated FCC jurisdiction over programs.

We fail to see where over-regulation will serve the public interest. We have heard no outcries from responsible sources of basic dissatisfaction with radio programs. The pending hearings, of course, will give the congenital complainants a chance to revel in a field day of recriminations, but more freedom for radio rather than less should be demanded by those who truly believe in democracy.

In its present form, the Wheeler bill is fraught with danger. The size of the board isn't as important as the character of the men who comprise it. It is only one proposed bill, of course, and others will be introduced and compromises reached. Senator White (R-Maine) will press his own ideas, oft-expressed, for objective scrutiny and revision of the Communications Act. He will ask for a larger board. He feels as do many others, that selection of the right men is of basic importance.

Senator Wheeler has openly deplored the presence of "political hacks" on governmental agencies. Whether the Commission has three, five or 15 members makes little difference so long as they are qualified, conscientious and willing to work. The trouble with the FCC, unlike the Securities & Exchange Commission, is that it got off to the wrong start, its main membership having been selected largely for political considerations rather than ability, experience and background.

There is serious question whether the new commission should retain all-inclusive communications jurisdiction. There are good reasons why an exclusive *broadcasting* commission appears justified, handling only broadcasting and related non-common carrier matters. Chairman McNinch, both in his testimony before the House Appropriations subcommittee and in his radio address, pointed out that broadcasting commands 90% of the Commission's time. Yet the telegraph industry, which it purports to regulate, is on the verge of economic ruin while the telephone industry, after a $1,500,000 investigation, still waits for the FCC to transform what has been branded a fiasco into something like an intelligible report.

Broadcasting requires a regulatory technique utterly different from that needed for common carriers. As Mr. McNinch pointed out again in his radio address, broadcasting is not a common carrier and has no rate problem. Yet the FCC has an accounting department, expensive and expansive, which is supposed to figure tariffs and schedules and inventories for its common carrier licensees. But that department, apparently to justify its existence under the 90% broadcasting functions of the FCC, has devoted its attention to conjuring up questionnaires by the hogshead covering broadcasting. Meanwhile, admittedly, telephony and telegraphy are all but ignored.

It appears certain that no speed records will be shattered in the enactment of new legislation. Congress is busy with many other matters, some vastly more important. Opposition to the Administration proposal has already cropped up. While we welcome the investigation, exposure of personalities and all, broadcasting must gird for battle against taking the rap for what is generally regarded as one of the Federal Government's worst administrative hodgepodge.

* * *

On one other point, freedom of the radio, we cannot resist adding comment. We hold brief neither for the Government's growing demands for radio time nor for the implied exercise of political control over radio. Accordingly, with much of what Stanley High states in the Feb. 11 *Saturday Evening Post* under the title of "No-So-Free Air," though it is a rather superficial summary, containing many errors of fact, we are in agreement despite the thread of sarcasm and irony that runs through the article so far as the New Deal Administration is concerned.

He does make one point, however, which needs refutation in the interest of fairness and of keeping the record straight, since it is the nub of his approach to the big subject of political threat, persuasion and censorship. "Technically," he states, "the air is as free as it ever was. Mr. Roosevelt has made no public declaration against such freedom. Neither has he made any public statements in which, in so many words, he specifically stated his belief in private radio and freedom of the air."

Mr. High's researches overlooked two letters addressed to the radio industry through BROADCASTING in the occasion of recent NAB conventions. On June 17, 1935, President Roosevelt wrote to our editor (and we reproduced his letter): "I have previously expressed my great faith in the American system of broadcasting. Recent events have increased rather than diminished that faith. Censorship has not and can not invade the ether lanes. It is not the American way." On June 16, 1936, he wrote us again: "On several occasions I have expressed my faith in American broadcasting and in American broadcasters . . . There should be no monopoly in the moulding of public opinion, either Government or private."

We hope Mr. Roosevelt and Congress won't forget these words in the consideration of new legislation.

---

be the greatest advance we have yet made in the regulation of the broadcasting, telephone and telegraph industries," he asserted.

Senator White met the contentions of Senator Wheeler and Mr. McNinch with a bristling statement that the reorganization measure was not to promote Government efficiency but "political efficiency". He contended legislation dealing with the FCC should follow a broad study of the whole subject of radio and communications rather than precede it.

Pending action on FCC reorganization, the House, acting on the request of its Appropriations Committee, passed the Independent Offices Supply bill Feb. 8 with no appropriation for the Commission [see page 26]. Rep. Woodrum (D-Va.), chairman of the committee, said there was no intention to rebuke the FCC by eliminating its appropriation but the action was based merely on a desire to see what was going to be done in the way of reorganization before appropriating money to run the agency during the next fiscal year.

Power of Chairman

Chairman Wheeler introduced his bill setting up a three-man commission, with administrative assistants for broadcasting, communications carriers, and international radio and communications, after a series of conferences with Mr. McNinch, beginning immediately after President Roosevelt requested legislation to reorganize the FCC. [BROADCASTING, Feb. 1]

Aside from reducing the number of commissioners from seven to three, the Wheeler bill contains many other important provisions. The chairman of the "board", composed of the three commissioners, is designated by the President and is "the principal executive officer of the commission". This means all administrative power rests with the chairman, leaving to the full Commission the duty of determining policies in accordance with Congressional direction, and passing on all matters requiring action judicial in character.

Members of the board are to be appointed for terms of six years, except the first appointments which will be staggered in terms of two, four and six years. Not more than two members of the board shall be of the same political party. (The President could appoint two Democrats and a Progressive, following his precedent in appointing Thomas R. Amlie, Wisconsin Progressive, to a Republican vacancy on the Interstate Commerce Commission.) Their salary will be $10,000 per annum, the same received by the present commissioners, and two members shall constitute a quoram.

The board is authorized by its order to assign any portion of its work, business or function to an individual member of the board or to any of its employes. This authority, however, does not apply to final decisions in contested proceedings.

Research Department

A department of "research and information" would be established with a director at a salary of $8,000 and two assistants at $6,000. Duties outlined for this new unit apparently would broaden the scope of Commission scrutiny of programs and social and economic phases.

The three administrative assistants, at $9,000 per year, have far broader powers than the directors of the three divisions in the old FCC setup who were eliminated by Chairman McNinch soon after President Roosevelt detailed him to "clean house" at the Commission. The bill says they "shall be responsible for the efficient and expeditious handling and presentation to the board of all matters relating to or connected with" their respective divisions.

All these employees plus attorneys now under Civil Service are to be appointed without regard to civil service. Subject to civil service laws, the board may appoint such officers, engineers, accountants and other employes as are deemed necessary.

All officers and employes of the present FCC, who number around 600, would be transferred to the new Commission on a temporary basis for not less than 60 days and not more than four months. While the present personnel shall have preference for permanent appointment with the new Commission, the board is given full authority not to reemploy those employes it does not regard qualified or needed. All other property, records and unexpended appropriation of the present "Commission are transferred to the new Commission.

All orders, rules, regulations, licenses and other privileges issued by the old Commission remain in effect until modified, terminated, superseded or repealed by the new Commission, which begins to function immediately after the new commissioners take office. The new Commission will pick up current business where it is left by the old Commission. No legal proceeding against the old Commission is abated by reason of the new law, but will continue against the new Commission. Proceedings to enforce or set aside orders of the new Commission as well as appeals shall be the same as in the 1934 Act.

Wheeler's Views

In his prepared statement, Senator Wheeler said the intent of his bill was "to correct looseness and uncertainty to functioning and diffused responsibility".

"My observations over a long period of years convince me that the big commissions are a mistake," he declared. "Personal responsibility is lost. Often we know that matters are badly handled, but we can't tell where or how the mishandling starts, or where to put the blame. Commonly, too, a big board lacks

(*Continued on page 85*)

McNinch Boosts Wheeler Bill; Hits Lack of FCC Cohesion

Airs FCC's Linen on Network; Raps Article By Stanley High; Infers Payne Was Source

CARRYING his case in favor of the Wheeler FCC reorganization bill to the radio audience itself, FCC Chairman McNinch delivered Feb. 10 a bristling address over MBS during which he also sharply attacked Stanley High's recent article in the *Saturday Evening Post*, [see page 32] upbraided members of the FCC for lack of cooperation, and inferentially cracked at Commissioner Payne, his chief adversary on the FCC.

Declaring himself 100% in favor of the Wheeler bill to reduce the FCC from seven to three members, cloak the chairman (who would presumably be himself) with unquestioned executive authority, and pave the way for a complete personnel upheaval, Chairman McNinch in effect called for more stringent regulation of broadcasting. The address was delivered in Baltimore before the North Carolina Society of that city, and keyed to MBS by WBAL.

Chairman McNinch did more than admit dissension on the FCC. He said he had recommended the reorganization to the President because the internal controversy has persisted. While he said he was glad to testify publicly to the cooperation of "most of the commissioners with each other", he declared these efforts have been discounted or even cancelled at times "by the hostile tactics of other members".

Danger of Bigness

A commission of seven creates opportunity for and incitement to individual struggle for power and collective strife, Mr. McNinch declared. The bigger the Commission the less effective and less efficient it is apt to be, he contended. "The ultimate result is likely to be a breakdown of regulation, playing into the hands of the industries to be regulated and leaving the public interest unprotected," he asserted.

Political influence also figured in the chairman's speech. Where there is temptation to exert such influence upon a commission, he said, it is multiplied by the number of members, and "there is the multiplied difficulty of locating and fixing responsibility." He said nothing could be deadlier or more unfair than political influence from any source, whether "party or commercial, high or low," upon a quasi-judicial commission.

Messrs. High and Payne were treated by the chairman in the same connection. Declaring he was amazed when he read Mr. High's article on the "Not-So-Free Air," because of "certain glaring and inexcusable misstatements and false statements" it contained, he said he had known the writer was inquiring into the FCC but that High had not talked with him.

"I understand that he contacted a number of people outside the Commission, and that he talked with at least one member of the Commission, Commissioner Payne," he continued. "It is significant that Mr. High writes little about Commissioner Payne, but writes expansively about the White House, about the Administration in general, and about me."

Chairman McNinch, who has been at loggerheads with Payne practically since he became FCC chairman, dissected certain portions of the article to show where it was in error, particularly in connection with the Eugene O'Neill *Beyond the Horizon* incident; the Welles-Martian program, and the allegation that, in his conversations with network officials on news broadcasts, he had mentioned Boake Carter and Gen. Hugh Johnson as the "worst examples" of news commentators who were not impartial. In the latter connection he said he had talked with Harry C. Butcher, CBS Washington vice-president, about providing opportunity for speakers to present contrary views on controversial subjects. He also quoted Gen. Johnson as denying that the radio had been closed to him.

Regarding Mr. High's statement that Thomas Corcoran got the job of FCC general counsel for William J. Dempsey as "one of his men", Mr. McNinch said it was utterly unfounded, that he himself had proposed Mr. Dempsey because of his ability and familiarity with FCC work, including radio.

Opposes Censorship

Once more Mr. McNinch said he was unalterably opposed to Government censorship of broadcasting, declaring the Government should neither directly or indirectly dictate what shall or shall not be said, or who shall or shall not speak over the air. He again made a plea for a definite policy under which a complete and rounded discussion of all aspects of any controversy would be given for the benefit of the listeners.

In explaining his FCC work, Mr. McNinch said that since the President appointed him 16 months ago there has been substantial improvement in the Commission's procedure and "if there had been a spirit of cooperation on the part of all members of the Commission, yet further advances doubtless would have been made."

One of the most important provisions of the Wheeler bill, he said, sets up machinery to handle the three great subdivisions of the Commission's work—broadcasting; telephone and telegraph, and international radio and communications. The three administrative assistants to the board, he explained, would be responsible initially for these subdivisions but would not make decisions on any quasi-judicial matters. They would follow through all applications, petitions, tariffs and other matters in their particular field, from the time of their filing until they were presented to the Commission in completed form for decision.

Research Proposal

"There will be no divided responsibility as between the three members of the board, and no difference in authority except that the chairman, besides being the presiding officer, will be the principal executive officer. Good practice requires that, and the statutes under which most Commissions function provide for it. The Communications Act did not provide specifically for a principal executive officer, and that is one of the lesser reasons why the Communications Act has been imperfectly administered. * * * Remember, however, that under the new plan, on every matter requiring Commission action, each of the three members of the board shall be under the duty of informing himself and casting his vote in making every decision, which shall immediately become a matter of public record."

Discussing the proposed department of research and information, to be headed by an $8,000 per year executive, Mr. McNinch said its

(*Continued on page 85*)

Drawn for BROADCASTING by Sid Hix

"He Won't Chirp Any More Unless He Gets $15 for Rehearsals!"

NAB Shifts Convention to East And Selects a Late Spring Date

Executive Committee Discusses Legislation; Takes Steps to Collect Education Fund

TRANSFER of the 1939 NAB convention to the East, either Atlantic City or Washington in June rather than San Francisco in July, was agreed upon by the NAB Executive Committee at its meeting in Washington Feb. 11. About half of the full board membership already has agreed to shift with the actual place and dates to be designated later by President Neville Miller.

Action was taken in the light of the Federal legislative situation and of the desirability of keeping the membership in proximity to Washington, rather than 3,000 miles away.

The Executive Committee, however, definitely committed itself to a San Francisco convention in 1940, assuming their are no extenuating circumstances.

At its meeting in Washington last December, the full board of 23 members selected San Francisco for the convention and designated July as the month. Dissatisfaction expressed by smaller stations in the East and South first caused difficulties. Then, with the introduction of Administration-sponsored legislation to rewrite the statute governing broadcasting, it was decided it would be discreet to move the convention eastward and also to move up the time.

Others Consulted

After a motion by Director Walter J. Damm, WTMJ, Milwaukee, for the change had been adopted by the executive committee, Mr. Miller phoned five western directors to ascertain their views. They were C. W. Myers, KOIN-KALE, Portland; D. W. Thornburgh, CBS Pacific Coast vice president; Ralph R. Brunton, KJBS, San Francisco; O. L. Taylor, KGNC, Amarillo, and Gene O'Fallon, KFEL, Denver, who tactily agreed to the shift. At the executive committee meeting, in addition to Mr. Damm, were John Elmer, WCBM, Baltimore; Herb Hollister, KANS, Wichita; Edwin W. Craig, WSM, Nashville, and F. M. Russell, NBC Washington vice-president. Only Mark Ethridge, WHAS, Louisville, was absent, due to illness.

Other members of the board are being canvassed, with the selection between Atlantic City and Washington and the precise dates to be left to Mr. Miller. It is possible the convention might be called in May rather than June, if more desirable dates are available, though the later month appears to be favored. Moreover, Atlantic City appears to be favored over Washington.

The executive committee reviewed the legislative situation. A delegation, comprising Messrs. Miller, Russell, Hollister and Elmer, flanked by Legislative Committee Members Harry C. Butcher, CBS Washington vice-president, William B. Dolph, general manager of WOL, Washington, and John A. Kennedy, WCHS, Charleston, its chairman, called on Senator Wheeler (D-Mont.) author of the FCC reorganization bill, discussing legislation, particularly hearings tentatively set to start about March 1 before a subcommittee headed by Senator Wheeler.

The executive committee tentatively agreed that the first convention day (Monday) should be devoted to group meetings, such as those of Independent Radio Network Affiliates; National Association of Regional Broadcast Stations; Clear Channel Group, and the independents, along with sales managers and other Committees. The main convention itself would run only two days—Tuesday and Wednesday—for the handling of definitely scheduled business. Rather than "name" speakers from outside the industry, it was thought desirable to report in detail, through qualified industry representatives, on immediate problems such as libel and slander, copyright and the like.

Among other actions, the executive committee instructed Mr. Miller to re-negotiate with Langlois & Wentworth, tax-free transcription producers, a contract for leasing of the NAB transcription library of public-domain music, which was accomplished on the original terms Feb. 12 [see story on this page]. This was done in the light of the withdrawal of the previous offer of E. V. Brinckeroff & Co., which had been accepted last December by the board.

The executive committee discussed the proposal of Rep. Emmanuel Celler (D-N. Y.) for a Federal libel and slander statute relieving stations of liability for statements uttered over their microphones. A committee of Washington attorneys, headed by Andrew W. Bennett, NAB counsel, which has the matter under consideration, will discuss it with Mr. Celler in the near future.

Copyright was discussed in detail and President Miller will appoint an advisory committee to consider the subject, including negotiation of a new ASCAP scale.

Educational Fund

The executive committee also discussed the Federal Radio Education Committee fund, to which the industry is pledged to contribute $83,000 towards a $250,500 fund for furtherance of specified educational broadcasting projects. Broadcasters have pledged only about $40,000 of the $83,000 required, and paid in about $32,000 of the abount pledged. The contributions were pro-rated among the stations on a basis equal to three times the highest quarter-hour rate as of Jan. 1, 1938. The Rockefeller and Carnegie Foundations already have contributed $151,000 for studies being undertaken at Princeton and Ohio State, and have indicated an interest in underwriting a continuation of the studies after the initial two years at an additional cost of $204,000, bringing the total of their contributions to $355,000.

NEWS FIRST!
LATEST NEWS BULLETINS
Tune in WOW'S Newscasts

NEWS merchandising is the latest twist at WOW, Omaha, but it requires a main-drag street-level show window to accomplish it. Here is the window of WOW's news room which fronts on Omaha's busiest downtown thoroughfare. On the bulletin board are actual news bulletins, typed on a jumbo typewriter, which are brought up to date every hour. In the center of the board each week is a 20 x 30 blow-up of the WOW special events picture of the week. This one shows Foster May, ace announcer, interviewing Fred Snite Jr., at his home in Miami, for the infantile paralysis drive. The board also features times of WOW's regular newscasts.

After the meeting, Mr. Miller on Feb. 14, sent to all stations a special bulletin on the FREC situation, including recent correspondence between Chairman McNinch of the FCC and Dr. John W. Studebaker, Commissioner of Education, and chairman of FREC, as well an outline of the 10 projects which would be undertaken with the funds pledged. Dr. Studebaker stated, in a letter to Mr. McNinch Jan. 13, that the projects cannot be undertaken until the $83,000 fund is assured. Mr. Miller sent to stations a pledge under which they would agree to contribute their pro rata share.

A membership report submitted to the committee showed 13 additional stations since the board meeting in December, along with 11 "deductions". The current membership is 398. Additions, including Western Electric as a new associate member, are WVFW, WTEL, WOLS, WCSC, WRUF, WMPS, KTAT, KRIS, KAND, WOAI, KMJ, WIBG.

The legislative committee, headed by Mr. Kennedy met Feb. 9 and submitted its report to the executive committee meeting. Reviewed were two-dozen bills or resolutions in Congress affecting broadcasting, along with more than 100 measures introduced in State Legislatures.

THE FCC has ordered a hearing on the application of WREN, Lawrence, Kan., to move its studio to Kansas City and to move its transmitter from south of Tanganoxie, Kan., to a point southwest of Kansas City, Kan., where it proposes to install a directional antenna.

KGLO, Mason City, Ia. local, has applied to the FCC for authority to shift to 1270 kc. and to increase its power to 1,000 watts full time. It asks for the facilities now assigned KWLC and KGCA, Decorah, Ia. time-sharing stations.

Lang-Worth Gets NAB Disc Library

Offer Taken as Brinckeroff Withdraws His Proposal

A CONTRACT with Langlois & Wentworth, New York transcription and program firm, to take over the NAB public domain transcription library and build 300 hours of tax-free music for radio, was announced Feb. 13 by NAB President Neville Miller.

The pact was signed after E. V. Brinckerhoff, of New York, had withdrawn his company's offer, originally accepted by the NAB board last December over the competitive proposal of Lang-Worth. The NAB Executive Committee in Washington Feb. 11 authorized Mr. Miller to renegotiate with Lang-Worth, and the original proposal was accepted Feb. 12 in conferences with C. O. Langlois and Ralph Wentworth.

Mr. Brinckerhoff had agreed to a $25,000 cash offer to NAB for the 20 hours of public domain already recorded, plus a percentage of receipts from additional sales to reimburse the NAB for its $60,000 investment since 1935. In a letter to Mr. Miller Jan. 16, Mr. Brinckerhoff withdrew his bid, presumably after concluding that he could not fulfill the monetary requirements. His request to make another bid was refused.

The New Arrangement

Lang-Worth, already in the tax-free music field, using RCA recordings, does not make any cash guarantee but will pay to NAB a portion of the receipts. NAB stands to realize possibly one-half of its $60,000 investment, and may recapture its entire investment.

The transcription library was launched by the NAB to build a reservoir of public domain and tax-free music, both recorded and in sheet form, against possible withdrawal of copyrighted music from radio or failure to negotiate equitable contracts with ASCAP.

Under the Lang-Worth plan, NAB leases its 20 hours of recorded music to Lang-Worth for five years and turns over arrangements for some 30 additional hours of public domain material. The NAB Bureau, a corporation, is not disposing of its assets. Lang-Worth agrees to supply 80 additional hours of recorded tax-free music to the some 115 NAB Library subscribers at $10 per hour, fulfilling NAB's contractual requirements. The station subscribers will have 90 days in which to cancel their orders or take the 80 hours. During the 90-day period, all stations can contract for the 100 hours at the $10 rate.

Lang-Worth also agrees to produce 200 additional hours on a staggered schedule, depending upon the number of subscribers, the cost to run about $15 per hour or $10 basic, plus an overage on increased production costs.

An NAB Advisory Committee will be named to assist in selection of material and to supervise production quality. Sheet music will be available at cost plus 10%. NAB will receive 30% of the receipts from Lang-Worth's sale of the first 80 hours to NAB subscribers and 50% of the receipts derived from new sales of NAB's first 20 hours. The Lang-Worth Library will be protected by Lloyd's insurance against infringement, it was stated.

Network Programs Almost 100% AFRA

Agencies Studying Pact to Learn Its Effect

By BRUCE ROBERTSON

NETWORK radio at key originating points is functioning almost 100% under the terms of the new code of fair practice negotiated by NBC and CBS with the American Federation of Musicians, after a general strike had been averted Feb. 2 by signing of the compact. The Code is a two-year contract effective Feb. 12.

Provisions of the Code signed by the two networks had been accepted by agencies placing practically all of the network business when the Feb. 12 deadline laid down by AFRA covering the new code of wages and conditions had been reached. This means that in almost every instance actors, singers or announcers employed on network commercials are receiving the benefits of the code. (See code analysis in adjoining column.)

The major networks eliminated the strike threat Feb. 2 when, after three days of almost continuous negotiations, the union's code was signed and its provisions promptly accepted by agencies placing three-quarters of all network business. Other agency signatures trickled in almost daily.

Future Plans Uncertain

Asked what action would be taken against agencies not accepting the code by that date, Emily Holt, AFRA executive secretary, refused to make a definite answer, saying only that "AFRA will take what steps it deems honorable and necessary to enforce its demands."

Mrs. Holt likewise declined to make any statement regarding the union's future plans. Asked specifically whether the union would present a similar code covering artists employed in making transcribed programs for sponsors, she said that she thought she was entitled to a vacation before entering into another series of negotiations.

Only a handful of agencies were outside the code Feb. 13 and AFRA gave them time to work out details with no threat to crack down. Mrs. Holt said upon leaving for Hollywood Feb. 11 that she would stop over in Chicago to clear up details there.

Negotiations were started Feb. 11 between AFRA and WOR, New York. Mutual key stations will sign individually and not as a network, it was stated.

Meanwhile, with the strike threat lifted, agencies and sponsors were studying the code under which they must henceforth operate to determine its effect on their particular programs and especially on the costs of those programs. While scarcely anyone was willing to predict the ultimate effect of the new scales, the general feeling was that the big evening shows would be the least affected and the daytime quarter-hour serials the hardest hit.

Most of the artists on the evening hour and half-hour programs receive much more than minimum scale and would not be affected. But the bit players on the daytime serials will in many cases be paid from 50% to 100% more than they have been getting, which will mean an appreciable rise in costs for their sponsors. Whether this will mean smaller casts for these programs, or fewer daytime serials, or whether the returns of this type of advertising are large enough to make such shows good investments even with the increased costs is a question that can be answered better six months from now.

In answer to one agency criticism, that with the new minimum wages only experienced actors will be employed thus depriving the newcomers of an opportunity to work, AFRA answers that the young, untried talent still has the whole field of sustaining programs and of independent stations in which to gain experience, just as young actors in the theatre get their training in stock and summer theatres before stepping into Broadway hits. If, however, a youngster is good enough for Broadway or for a network commercial program, then he is good enough to earn the union scale, AFRA argues.

Between Jan. 27, when AFRA executives were prepared to call a strike at any moment, and Feb. 2, when the AFRA code was signed by NBC and CBS, things happened rapidly. On Jan. 27 a group of national advertisers, sponsors of more than 70% of the total business on the national networks, who had been meeting daily for nearly a week, formed a Committee for Advertisers and authorized it to negotiate with AFRA.

Members of this committee were Chet La Roche, president of Young & Rubicam, chairman; J. G. Sample, president of Blackett-Sample-Hummert; John U. Reber, vice-president and radio director for J. Walter Thompson Co.; Chester B. Bowles, chairman of Benton & Bowles; W. B. Ruthrauff, vice-president of Ruthrauff & Ryan; Leonard T. Bush, vice-president of Compton Advertising, and Don Francisco, president of Lord & Thomas. The seven agencies represented on the committee were the seven leaders in amount of business placed with the national networks in 1938 [BROADCASTING, Jan. 15].

Halting their plans for a nationwide walkout of radio talent, AFRA agreed to meet with this committee on the following Monday, Jan. 30, and "to confer without recess until a conclusion has been reached", according to the AFRA statement, which added that this decision was made only after an urgent appeal had been received from NBC and CBS that nothing be left undone to effect a settlement without strife.

At 2 p. m. on Jan. 30 the two committees met in a session that lasted until 5 the following morning. Resuming at 2 p. m. of the 31st, they continued until 6 a. m. the next day, at which time they had reached a tentative agreement, subject to the approval of the AFRA national board. At 5 p. m. Feb. 1 the 45 AFRA board members assembled in simultaneous meetings in New York, Chicago and Los Angeles, which resulted in approval of the amended code.

Closed Shop Clause

Chief cause for delay was the insistence of AFRA that the preferential shop clause remain in the contract and the insistence of the agencies that neither they nor their clients could accept such a clause. Pointing out that whatever they might be in practice the agencies are not legally the employers of radio talent, the agencies said that they could not sign the contract as principals.

Furthermore, they argued, if

(*Continued on page 80*)

AFRA SIGNERS AS OF FEB. 13

AGENCIES

N. W. Ayer & Son
Badger & Browning & Hersey
Batten, Barton, Durstine & Osborn
Benton & Bowles
The Biow Co.
Blackett-Sample-Hummert
Blaker Adv. Agency
Bowman & Columbia
Brown & Tarcher
Franklin Bruck Adv. Corp.
Buchanan & Co.
Campbell-Ewald Co., of New York
Cecil & Presbrey
Clements Co.
Compton Advertising Inc.
Sherman K. Ellis & Co.
Erwin, Wasey & Co.
Wm. Esty & Co.
Gale & Pietsch
Gardner Adv. Co.
Glicksman Adv. Co.
Henri, Hurst & McDonald
Frances Hooper Agency
Charles W. Hoyt Co.
Hutchinson Adv. Co.
H. W. Kastor & Sons Adv. Co.
Kenyon & Eckhardt
H. M. Kiesewetter
Abbott Kimball Co.
Knox Reeves Adv.
Arthur Kudner Inc.
Lennen & Mitchell
Lord & Thomas
Hays MacFarland & Co.
Marschalk & Pratt
J. M. Mathes Inc.
Maxon Inc.
McCann-Erickson
McKee & Albright
Frank A. McMahon
Morse International
Newell-Emmett Co.
Needham, Louis & Brorby
Neisser-Meyerhoff
Peck Adv. Agency
Pedlar & Ryan
Presba, Fellers & Presba
L. W. Ramsey Co.
Roche, Williams & Cunnyngham
Ruthrauff & Ryan
Russell M. Seeds Co.
Stack-Goble Adv. Agency
Sweeney & James Co.
J. Walter Thompson Co.
Wade Adv. Agency
Warwick & Legler
Ward Wheelock Co.
Young & Rubicam

PRODUCERS

Himan Brown
Grombach Productions Inc.
Phillips H. Lord Inc.
Carson Robison
Henry Souvaine Inc.
Transamerican Broadcasting & Television Corp.
Wolf Associates Inc.

Little Change Made in Original Code As Submitted by AFRA Last December

PROVISIONS of the final code negotiated Feb. 2 by NBC and CBS with the American Federation of Radio Artists closely resemble those of the code first submitted by AFRA Dec. 8 [BROADCASTING, Dec. 15], though a number of concessions were won by the agency negotiations, chiefly a scale of discounts applicable to talent guaranteed 13 weeks continuous work. Rebroadcast fees for singers are considerably reduced and special rates set for signature numbers. Special rates are also set for announcers on five-minute news broadcasts, for signature voices on dramatic shows and for extras and supernumeraries. Extra changes for off-the-line recordings are also generally eliminated.

Minimum Payments

Code calls for payment to actors of a minimum of $15 for a 15-minute program, with a $10 rebroadcast fee. For a half-hour show the minimum fees are $25 and $12.50, and for an hour program, $35 and $17.50. Rehearsals are $6 an hour and $3 for each additional half-hour. If the actor is engaged for five quarter-hour programs a week, rehearsal rates are $5 the first hour and $2.50 each additional half-hour.

If the producer gives the actor a non-cancellable contract for 13 weeks' continuous work on a quarter-hour dramatic script show, he may discount his wages 5% for three performances weekly, 10% for four, and 15% for five, providing that the minimum payment totals $80 per week for three programs, $100 for four and $105 for five. For broadcast and repeat shows the same discounts apply, with the minima increased to $100 for three programs and repeats, $125 for four and $140 for five.

For making advance recordings plus the live network appearances the discounts are the same and the guaranteed minimum wages are $115 for three programs, $145 for four and $160 for five. Rehearsals at a base rate of $6 per hour apply and are figured in when applying the discounts. Performer under 13-week contract is paid his wage less discounts or the minimum fee, whichever is higher.

On half-hour shows, a 13-week

(*Continued on page 87*)

NBC Now Using AP Reports, Supplied Net Without Charge

Bulletin Service Included in New Arrangement; CBS Said to Be Dickering for Similar Plan

THE FIVE-MINUTE news periods broadcast morning and night on NBC now include the statement, "This news comes to NBC from the Associated Press." This credit line was first broadcast Feb. 9, signalizing completion of negotiations [exclusively disclosed in BROADCASTING, Feb. 1] which were begun shortly after NBC had dropped the service of the Press Radio Bureau in late December.

Associated Press is supplying the news without remuneration as a public service, and the twice-daily periods are not available for sponsorship but will continue on a sustaining basis as they were under the old Press Radio agreement.

AP will also supply bulletin service to the network, which now has access to the news of all three major news-gathering agencies since it purchases the United Press and International News Service reports. Unlike UP and INS, AP is unable to sell its news for broadcasting, the proposal that it do so having been voted down by its newspaper owners as recently as last spring.

Questioned regarding the new setup, NBC made the following statement: "The Associated Press has furnished news bulletins to NBC for several years as a public service indirectly through the Press Radio Bureau. It is now furnishing them directly to NBC on the same basis of public service and without remuneration. This Associated Press news is used by NBC in the morning and evening news programs in place of Press Radio news and also for bulletin service."

CBS, which dropped Press Radio service simultaneously with NBC, is currently using UP and INS news for its bulletins, but it is understood that CBS is also negotiating with AP and that an arrangement at this network similar to that at NBC will begin as soon as details have been settled.

CHICAGO
TOWN MEETING
STATION WENR
870 kc.
TONIGHT
8:30-9:30 O'Clock
Be Sure To Listen

CHICAGO eyes couldn't believe themselves Feb. 7 when they saw Actor Richard Burton parade around the Loop as a Town Crier, voice tense and bell aclanging. This was a part of the promotion carried out by NBC-Chicago for its *Chicago Town Meeting*, an hour program on Tuesday evening designed after the well-known *America's Town Meeting of the Air*, but slanted for the local listener. With Dr. S. N. Stevens of Northwestern U. as moderator, the weekly series on WENR, features discussions of Chicago's government, its taxes, its local housing problems. The studio audience of 400 is at liberty to cheer, boo, heckle or question the speakers who are prominent business and civic leaders. To launch the series, Emmons Carlson, NBC-Chicago sales promotion manager, designed a folder bearing the imprint of a Town Crier on its cover, explaining the program series.

Oldest Program

EVEN longer lived than the *Cities Service Hour*, commercial patriarch of the networks which started Dec. 29, 1925, became a regular feature Feb. 18, 1927, and has been on NBC consistently ever since, is the *Crescent Hour of Music* on WHO, Des Moines. Its Feb. 11 broadcast, sponsored every Sunday morning by Crescent Cracker & Macaroni Co., Davenport, Ia., marked 902 consecutive broadcasts since it started April 25, 1924.

Hoosier Radio Poll

HOOSIER Radio Workshop at Indiana University is conducting a state-wide survey of listener habits and educational programs under a $60,000 grant from the U. S. Office of Education, it has been announced by Robert E. Allen, director of University radio programs. Following the technique of the Gallup polls, the survey includes selective questioning of 250,000 individual listeners and analysis of the listening areas and relative popularity of programs for all Indiana stations. In areas with a large foreign-born population the survey will seek to determine the extent radio influences customs, language and citizenship.

Rural Audiences Have Tastes Similar To City Listeners, CBS Survey Shows

THE PROGRAMS built primarily for city audiences are equally popular with farm families, according to *Columbia's RFD Audience*, a study of rural listeners just published by CBS. The radio listener in a farm or small town home is very little if at all different from his city cousin, with just about the same listening habits, program preferences and susceptibility to radio advertising, this report concludes.

Conducted in March, 1938, six months after the rural study of the Joint Committee on Radio Research, which was cooperatively financed by NBC and CBS [see BROADCASTING *1939 Yearbook*], and which showed 69% of rural homes with radios as against 91% of urban, the CBS survey used the identical formula of the previous study. The same investigators of the Hooper-Holmes Bureau (ignorant of the fact that they were working for CBS) personally interviewed the same families in the same 96 typical counties which had been covered by the Joint Committee survey.

Typical Selections

The chief difference was that where the former piece of rural research found the percentages of set ownership among farmers and residents of small towns and their broad listening habits, CBS also investigated station preferences of this audience, a competitive question which for obvious reasons was outside the province of a cooperative survey.

To find the program preferences of the rural listeners, the investigators submitted a list of typical programs and personalities, "studiously avoiding the inclusion of any program or star which might be said to have a strictly rural appeal" and even including a few "which might be said to have 'exclusive' urban appeal". They found that 80.9% of all families interviewed reported listening to Major Bowes, 71.8% to Eddie Cantor, 57.8% to Kate Smith, 55.5% to *Hollywood Hotel*, 54.6% to *Lux Radio Theatre*, 45.3% to *Professor Quiz*, 35.3% to *Big Sister* and 26.7% to the New York Philharmonic Orchestra.

By Income Groups

When the audiences to these programs are broken down by income groups the percentage of listeners from the high income bracket is the largest and from the low income group the smallest for every program except *Big Sister*, a daytime show. The differences are especially pronounced for *Professor Quiz*, which was listened to by 51% of the high income families, 49% of the middle income group, but only 36% of families in the low income bracket, and the New York Philharmonic, which reaches 35% of the upper income group, 27% of the middle and only 18% of the low income homes.

These findings are in line with those of the Joint Committee that the wealthiest farmers listened the most. This close correlation between the results of the two surveys was also shown in the answers to the two questions asked by each: How much do they listen? and How much advertised merchandise do they buy? Average de-

(*Continued on page 78*)

M-G-M to Cease 'Good News' Series

New Coast Program Planned; Colman Returns to *Circle*

METRO-GOLDWYN-MAYER Studios will end its radio alliance with General Foods Corp. (Maxwell House coffee) and retire from studio production of NBC *Good News of 1939* program following the June 29 bradcast, instead of March 30 as originally announced. The series started in November, 1937.

Decision followed careful consideration of exhibitor criticism aimed at Hollywood for taking a major position in network radio, according to Louis K. Sidney, M-G-M radio executive. Action, it is believed, closes that chapter of Hollywood radio in which film studios participated as a unit in setting up a program. [See earlier story on page 34].

Retirement of M-G-M from radio participation occurs at height of the program's success. It has risen steadily under Sidney's supervision and General Foods Corp. is reported to have found the program remarkably effective in selling coffee. Studio was also able to derive heavy exploitation for its pictures and talent.

To Build New Program

Change in date of M-G-M's withdrawal from radio was made at request of General Foods Corp. and granted so that the sponsor may have time to build a new Hollywood show as successor to the *Good News* series, it was said, building the show around freelance artists and retaining Fannie Brice and Meredith Willson.

Internal discord which threatened to disrupt the NBC *Circle* Hour, sponsored by Kellogg Co., has been cleared up and Ronald Colman, film actor, who withdrew may return to the program within the next few weeks, if not before, according to J. Walter Thompson Co., Hollywood executives. It is understood the breach resulted from disagreement over material written, and temperament.

Boys Vote on Radio

RESULTS of the fourth annual preference study of programs and stars conducted by the Boys' Athletic League, New York, among 49,343 New York children show the girls' preferences in programs to be the *Lux Theatre*, Eddie Cantor's program and Kate Smith's hour, all CBS broadcasts. The boys chose *Gang Busters* on CBS, and the two MBS shows, *Lone Ranger* and *The Shadow*, as their favorite programs, and selected Eddie Cantor, Jack Benny and Joe Penner as the best stars. The girls preferred Kate Smith, Bing Crosby and Eddie Cantor as the top three in the list of selected stars.

RCA Specimen Spots

RCA VICTOR has prepared a handbook of specimen spot announcements to aid music dealers in tying together their radio and newspaper advertising. The sample announcements are designed to capitalize on the big names in the phonograph recording field, tying in with local personal appearances by recording artists and featuring the "record society plan" and descriptions of Victrolas.

Network Competition Described by MBS

Lack of Facilities In Some Markets Explained

AS RADIO'S only cooperative enterprise, Mutual Broadcasting System has made healthy strides, though it is "blocked out" of important cities by lack of adequate facilities and the existence of restrictive or exclusive contracts with other networks, executives of MBS told the FCC Network Inquiry Committee in testimony Feb. 7-10.

Although MBS indulged in no direct criticism of competing networks, witnesses commented on time and frequency discounts, ranging up to 25%, allowed by NBC to its advertisers, which they said was competition with which MBS could not cope. With 110 outlets and with a nationwide network by virtue of the alignment of several regional groups, MBS is performing a national service, its witnesses brought out.

McNinch Sees Need of Facts

As the FCC inquiry into networks, station ownership, alleged monopolistic tendencies and general competition entered its fourth month, indications were given that it anticipated finding conditions of an objectionable nature. This was vouchsafed by Chairman Frank R. McNinch, of the FCC and also of the Inquiry Committee, in testimony before the House Subcommittee on Appropriations released Feb. 6. Answering questions of committee members, he said that monopoly in broadcasting could exist "by undisclosed interlocking directorates and other interests which we are rather anticipating we may discover."

Asserting he felt the Commission heretofore has not had the facts, he said the objective of the investigation is to find out "every ramification, holding company, subsidiary, affiliation, interlocking directorate or whatnot; because through this means we will ascertain if there is control which does not appear in the papers directly when the report is submitted to the Commission."

Little in the way of sensation has developed at the hearings thus far. It appears now that the FCC will lay particular emphasis on the results of the far-reaching questionnaire on station ownership, operation, policies and personnel, which was sent to all licensees last month and which now are being tabulated. This testimony, however, at the pace now being maintained, probably will not be introduced until April, at which time the FCC plans to place in the record testimony in rebuttal to that offered by the major networks and the regional networks to appear next.

MBS SPOKESMEN as they huddled during the FCC Network Inquiry. Left to right: T. C. Streibert, MBS and WOR vice-president; Frank D. Scott, WOR-MBS counsel; Louis G. Caldwell, WGN-MBS counsel, and Alfred J. McCosker, chairman of MBS and president of WOR. Standing beyond Mr. Streibert is Lester Gottleib, MBS publicity coordinator.

Highlighting the MBS presentation thus far were statistics relating to operating income and disbursements [see tabulation on this page]. These disclosed that more than 50% of MBS billings in 1938, aggregating $2,272,661, or a total of $1,165,131 represented net revenue. Affiliated stations of the network, aside from those in the participating category, received in revenue 45.17% of the advertiser's dollar. This compared to the CBS figure of roughly 25% in 1938 and an NBC average of almost a corresponding amount.

In discussing the restrictive contract situation, Fred Weber, MBS general manager, pointed out that MBS serves 32 stations having other network affiliations and declared that fundamentally a restrictive contract acts to deprive certain areas of "a valuable additional service in choice of programs", and from an economic standpoint prevents stations from carrying commercial programs, at their full card rates, which they could otherwise broadcast.

Restrictive Contracts

To overcome the ill effects of restrictive and exclusive arrangements, as between networks and affiliated stations, he urged that consideration be given the length of time over which the exclusive agreements remain in force and the danger of hindering normal development in areas served by stations bound by restrictive contracts.

Of the ten scheduled witnesses for MBS, five had testified when the hearings were recessed Feb. 10 until Feb. 14. Those who had testified were Andrew Poole, traffic manager; E. M. Antrim, executive secretary and treasurer and assistant business manager of the *Chicago Tribune*; Miles E. Lamphiear, auditor; Mr. Weber, general manager, and Adolph Opfinger, program service manager. Remaining to testify were George Davis, consulting engineer; Julius F. Seebach Jr., director of program operations of WOR; Myrtle E. Stahl, office manager of WGN; W. E. Macfarlane, president of MBS and business manager of the *Chicago Tribune*, and Alfred J. McCosker, chairman of MBS and president of WOR.

Regional Nets Start Feb. 21

The Network Inquiry Committee tentatively has set Feb. 21 for the beginning of the presentations by regional networks. Only a tentative order of appearances had been established, with Don Lee to begin the presentation, followed by Yankee and Colonial Networks and Michigan Radio Network. Also slated to appear in the following tentative order were Virginia Broadcasting System, California Radio System, Wisconsin Radio Network, Pacific Broadcasting Co., Texas State Network, North Central Broadcasting System, Arrowhead Network, Empire State Network, Inter-City Broadcasting System, Oklahoma Network, Pennsylvania Network (WCAU, key), Quaker Network (WFIL, key), and Texas Quality Group. From the original list of those notified last September to present testimony have been deleted the WLW Line Group, Hearst Radio Inc., New York Broadcasting System and Pennsylvania Broadcasters.

Opening the Mutual Broadcasting System presentation Feb. 7 before Commissioners Brown and Sykes, in the FCC network inquiry, MBS Counsel Louis G. Caldwell called Andrew L. Poole, traffic manager of the network, to explain a series of exhibits outlining MBS coverage and contractual relations with AT&T for wires.

Pointing out that in his capacity as traffic manager he purchases and generally arranges wire facilities for the network, Mr. Poole said that MBS now serves 110 stations from coast-to-coast, divided into seven general groups: Colo-

(*Continued on page 73*)

MBS Gross Billings and Net Revenues: 1935-38

(*Years Ended December 31*)

Based on Tables Submitted to FCC Network Inquiry Feb. 8

	1935			1936			1937			1938		
Station or Network	*Gross Billing*	*Net Revenue*	*% of Gross Billing*	*Gross Billing*	*Net Revenue*	*% of Gross Billing*	*Gross Billing*	*Net Revenue*	*% of Gross Billing*	*Gross Billing*	*Net Revenue*	*% of Gross Billing*
WOR	$170,264.00	$77,571.14	45.56	$404,990.02	$254,854.24	62.93	$364,067.14	$174,030.05	47.80	$461,057.09	$280,751.01	59.35
WGN	94,522.08	15,863.77	16.78	248,158.05	129,904.80	52.35	264,455.23	92,141.79	34.83	272,725.44	121,066.31	43.41
CKLW	20,280.26	(2,712.45)	(13.37)	69,226.35	(14,020.12)	20.25	69,379.99	(184.27)	(.27)	70,348.68	2,884.54	4.10
Colonial Network	....	....	.....	45,308.78	24,743.97	54.61	127,764.12	75,529.49	59.12	215,954.99	141,336.04	65.45
Don Lee Network	....	....	.....	....	....	.....	179,678.67	60,628.08	33.74	305,482.53	129,752.77	42.47
United Broadcasting Co.	....	....	.....	....	....	.....	14,986.85	2,195.65	14.65	46,787.63	(727.73)	(1.56)
Crosley (WLW-WSAI)	155,098.85	60,870.16	39.25	158,790.73	67,176.65	42.31	219,083.11	165,557.95	75.57	299,314.14	218,585.52	73.03
WXYZ	16,193.75	(26,344.21)	(162.68)	....	....	.....	....	....	.....	....	....	.....
Affiliated Stations	7,498.05	3,169.62	42.27	184,137.02	83,408.05	45.30	411,109.58	166,757.87	40.56	600,991.49	271,483.44	45.17
TOTAL	$463,856.99	$128,418.03	20.76	$1,110,610.95	$546,067.59	49.17	$1,650,524.69	$736,656.61	44.63	$2,272,661.99	$1,165,131.90	50.78

Figures enclosed in parentheses are red, *i.e.*, minus.

Gross Billing column presents gross billings done by Mutual only for 1935 and 1936 and gross billing representing both that done by Mutual offices and stations for the years 1937 and 1938. The combined billing is not available by stations for 1935 and 1936.

P. & G. to Expand Baseball Activity

Sharing New York Broadcasts; Atlantic Refining Booking

PROCTER & GAMBLE Co., Cincinnati, for Ivory soap, will not only share sponsorship of New York Giants-Yankees and Brooklyn Dodgers baseball play-by-play but will resume its test of baseball by continuing coverage with General Mills of the Oklahoma City Texas League games on KTOK.

While sales are understood to have soared in the 1938 Oklahoma test, P & G is said to believe a second season is necessary to complete the test.

Details of the New York campaign have not yet been completed by Knox Reeves, General Mills Minneapolis agency in charge of baseball placements. Socony-Vacuum Oil Co. is the third New York sponsor. Stations for the Giants-Yankees and for the Dodgers broadcasts have not been announced.

Atlantic Refining Plans

General Mills has signed to sponsor home and away games of the Atlanta team on WAGA, Atlanta. Last year WAGA carried home games only, with WATL carrying games out-of-town.

Atlantic Refining Co. is planning extensive baseball coverage but plans have not been disclosed by N. W. Ayer & Son, Philadelphia, the Atlantic agency. In Syracuse, WSYR will carry games of the Chiefs, local International League team.

P. Lorillard Co. (Old Golds) again will sponsor Sacramento games on KFBK. Lennen & Mitchell, New York, is agency.

Among first to announce plans to cover spring training camps was KMOX, St. Louis, which is assigning France Laux and Charles Casper, formerly St. Louis Browns publicity director, to take recording equipment to Cardinals and Browns camps.

Heads Farnsworth

E. A. NICHOLAS, formerly with RCA, New York, on Feb. 9 was elected president of the recently reorganized Farnsworth Television & Radio Corp., which has just announced plans to raise several million dollars of new capital as a result of registration statement filed with the SEC for 600,000 shares of its common stock. This new capital will be used to acquire the business and assets of Capehart Inc., Fort Wayne, Ind., whose plants and equipment will provide facilities for the production of special radio, television and allied electrical apparatus. Also contemplated is the acquisition of the radio plant of the General Utilities Co. of Marion, Ind. The new firm of Farnsworth is capitalized at 2,000,000 shares of $1 par capital stock, to be underwritten by E. H. Rollins & Sons.

ALTHOUGH it is affiliated through common ownership with the *Fort Worth Star-Telegram*, KGKO has signed as one of its features the news commentaries of Eddie Barr, popular *Dallas Dispatch-Herald* columnist, starting Feb. 14 under sponsorship of the Davis Hat Co., placed through Grant Adv. Agency, Dallas.

Kirkman Ponders

KIRKMAN & SONS, Brooklyn, has been running a campaign of thrice-weekly spot announcements for its soap flakes on WOR, Newark, since Jan. 2. More stations may be added at the close of the present contract on March 27. N. W. Ayer & Son, New York, placed the account.

Candy Account on MBS

SWEETS CO. OF AMERICA, New York (Tootsie Rolls), on Feb. 13 started a new series of programs based on the well-known comic by Jack Johnstone, features a strip *Smilin' Jack* on three MBS Stations, WOR, WGN and WAAB. The thrice-weekly series includes a "naming jamboree" for young listeners with prizes of dolls, cameras, skates and toys given away each week under direction of Radio & Publications Contests, New York. Series, heard Mondays, Wednesdays and Fridays, 5:30-5:45 p. m., was placed by The Biow Co., New York.

Pure Oil in Minnesota

PURE OIL Co., Chicago, on Feb. 28 starts *Pure Oil Pep Parade*, a half-hour Tuesday evening show on a special four-station network consisting of WCCO, Minneapolis; WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn. Keyed from WCCO, the variety series features Cedric Adams, newspaperman, in *Chuckles in the News* Tuesdays 6:30-7 p. m., CST. Leo Burnett Co., Chicago, has the account.

CARMICHAEL TAKES COSBY POST AT KWK

COINCIDENT with the resignation of Clarence G. Cosby as general manager of KWK, St. Louis, effective Feb. 1, Robert T. Convey, president, announced the promotion of V. E. Carmichael from the sales staff to sales manager.

Mr. Carmichael

Mr. Cosby

Mr. Cosby, general manager of KWK since 1929, has not made known his future plans. He formerly was advertising manager of the Baldwin Piano Co. and is a onetime concert artist, baseball player and soldier.

Mr. Convey himself takes over executive direction of the station, with Mr. Carmichael directing sales activities. The new sales manager is 34 and has been with KWK since 1931. He was educated at Missouri State and West Point and in 1938 topped the entire sales force in dollar volume.

RALSTON PURINA Co., St. Louis (cereals), on March 7 or 14 is reported to be preparing to shift *The Inside Story* from seven CBS pacific stations, Thursday, 8-8:30 p. m. (PST), to an NBC network of about 65 stations. Agency is Gardner Adv. Co., St. Louis.

New WHN Executives

Mr. Pettey

Mr. Lebhar

APPOINTMENT of Bertram Lebhar, JR., commercial manager of WMCA, New York, as vice-president in charge of sales of WHN, New York, beginning Feb. 20, was announced Feb. 13 by David Bernstein, vice-president and treasurer of Loew's Inc., owner of WHN.

Herbert L. Pettey, who has been acting in the dual capacity of station director and commercial manager, continues as the executive head, but turns his sales duties over to Mr. Lebhar. Mr. Pettey, former secretary of the FCC, became associate manager of WHN May 1, 1936. Since the transfer of Louis K. Sidney to Hollywood last year, Mr. Pettey has been the active head of the station, also continuing his duties as sales manager.

Mr. Lebhar has been sales director of WMCA for several years. He was formerly with the sales department of CBS and with the Hirsh Advertising Agency as head of its radio department. In 1931, he joined the sales staff of WOR, remaining there for five years, after which he joined WMCA.

Oliver at Dawn

OLIVER FARM EQUIPMENT Co., Chicago, on Feb. 20 starts *Salt of the Earth*, six weekly series, 6:30-7 a. m., on WMAQ, Chicago. Contracted for 52 weeks, the show will feature Everett Mitchell in farm news, weather reports, etc. Hour of the program makes it necessary for WMAQ to take the air a half-hour before its previous opening time. Buchen Co., Chicago, handles the account.

Consolidated Starts

CONSOLIDATED Drug Trade Products, Chicago (Peruna tonic, Kolor Bak restorer), has started *Pat Buttram's Afternoon Special*, a variety show on WLS, that city, six days weekly, 2-2:30 p. m. Firm is also using five weekly half-hour shows on KXOK, St. Louis, and KFRU, Columbia, Mo., titled *Hank's Dude Ranchers*, 3:15-3:45 p. m. Benson & Dall, Chicago, is agency.

Cluett Peabody Adds

CLUETT PEABODY Co., New York, currently conducting six shopping talks weekly for Sanforized-Shrunk shirts on WCAU, Philadelphia, WWJ, Detroit, and WGN, Chicago, will start a similar program on KNX, Los Angeles, on March 1. The KNX program will be heard from 8:30-8:45 a. m. and will give style hints and price details to shoppers in Los Angeles department stores. Young & Rubicam, New York, handles the account.

AGENCIES INCLUDED IN FTC PROCEDURE

EXTENDING its Radio & Periodical Division's scrutiny of advertising copy to agencies as well as advertisers, the Federal Trade Commission has enlarged the scope of its civil procedure under the Wheeler-Lea Act to cover any advertising agency preparing false or misleading copy and the vendor using the advertisement, it was learned Feb. 11.

The Commission has approved a plan under which the Radio & Periodical Division may ask a vendor, whose advertising is under observation, whether an agency prepares his copy. If he uses an agency, the Division may question the agency on the extent to which it participated in preparing copy.

If the agency is found materially responsible for copy preparation, the FTC plans to move against it with the same civil procedures it uses against the vendor, although both will be conducted separately. However, it was made clear the agency would not be liable under the criminal provisions of the law.

Although questionnaires have been sent to vendors, none have gone to agencies. Commission officials believe the new procedure will bring stricter agency surveillance of copy writing.

Fire Destroys KINY

A THREE-alarm fire which on Feb. 8 completely destroyed the Goldstein Bldg., Juneau, largest office building in Alaska, wiped out the studios and offices of KINY, located on the fifth floor. The fire started in the basement and burned for three days, nothing whatever being saved. Programs from KINY were not interrupted as controls were immediately shifted to auxiliary studios at the transmitter plant a mile south of town. Construction of new enlarged studios in the new Baranof Hotel has already started.

For Local Sponsorship

SOME 400 stations will receive in latter February sample pressings of *People, Just People*, quarter-hour transcribed series produced by Radio Productions Inc., a new firm which has opened offices at 597 Madison Ave., New York. Aimed at the feminine audience, the program features Zoe Beckley, newspaper woman and syndicated columnist, who relates in intimate fashion the way in which famous men and women have overcome the same problems that are faced by millions of other people. Programs, recorded by WBS, are offered to stations for sale to local sponsors and each disc includes musical backgrounds for three commercials, opening and closing plugs of 60 seconds each and a 45-second break in the middle of the quarter-hour program.

INTERNATIONAL HARVESTER Co., Chicago, on Feb. 20 starts *Rural Crime Reporter* on WLS, Chicago, Wednesdays, 7-7:30 p. m., through Aubrey, Moore & Wallace, Chicago. Other spots are to be placed in the near future.

WKBN, Youngstown, O., has been authorized by the FCC to increase its daytime power from 500 to 1,000 watts on 570 kc.

There's Something New about

NEWPORT NEWS

Things are happening in the Newport News area.

For one thing, radio station WGH is under the new ownership and operation of the Newport News, Daily Press and Times-Herald.*

For another, new shipbuilding contracts now in hand give the Tidewater Virginia area an added $200,000,000 income and an added 10,000 workmen.

That's a new sales opportunity for discerning national and regional advertisers. Climb aboard, sailor!

*Under new ownership and operation, but with the same old management and staff, and the same high program and engineering standards.

COMPLETE COVERAGE OF THE TIDEWATER AREA ★ ★ ★

NEWPORT NEWS
VIRGINIA

WGH

NORFOLK
VIRGINIA

ICONOSCOPE images photographed at National Press Club demonstrations, here reduced from their 9x7½ inch frames. In left photo William Crago, WRC-WMAL announcer (left), is shown with George Porter, FCC assistant general counsel. Center picture shows little Jackie Russell, son of Frank M. Russell, NBC Washington vice-president, engaging in conversation with his daddy at the Press Club. Right photo shows Gordon Hittenmark, WRC-WMAL announcer, with FCC Commissioner Paul A. Walker.

Television's First Roadshow Proves a Hit

Federal Officials Much Impressed By NBC-RCA

By MARTIN CODEL

TELEVISION's first road show, a seven-day stand in Washington, ended Feb. 2 with capital officialdom still enthusing over the "marvel" they witnessed and with RCA-NBC officials highly gratified over the public reaction. At least 5,000 persons, chiefly Government officials, diplomats and journalists, saw the demonstrations at both the sending and receiving ends and the comment invariably was favorable.

In fact, though the executives in charge of the mobile television unit had to turn down invitations to bring it to other cities since it is needed in New York for World Fair preparations, they did promise to televise the next inauguration of the President of the United States in January, 1941—not far away as television time is measured.

A Washington Station?

There were many, however, who believed that Washington would get a local television station well ahead of that date in view of the importance of the capital as an originating point and in view of the tremendous success of the Jan. 27-Feb. 2 demonstrations. RCA-NBC will inaugurate public television with the opening of the New York World Fair April 30 and receiving sets will be placed on the New York market at that time. The service, due to the peculiar characteristics of the ultra-shortwaves, will be entirely local at the outset, the RCA-NBC emanations from the transmitter atop the Empire State Bldg. and the CBS transmitter atop the Chrysler Bldg. being receivable for a dependable radius of only about 50 miles.

Just as it has authorized its receiver manufacturing licenses to manufacture video sets under its patents, RCA has also authorized the manufacture of transmitter apparatus and has announced the availability of a new 1,000-watt visual broadcasting unit costing about $60,000 which can be purchased by any firm having FCC authorization to experiment with television [BROADCASTING, Oct. 15, 1938]. Thus far, though many tentative orders are said to have been placed, the only one definitely announced in addition to the RCA installation for CBS is that of WTMJ, Milwaukee.

The fact that capacity of the shortwave spectrum reserved for television is limited because of the width of the bands required, and the fact that television at the outset must necessarily be a purely local service due to naturally restricted ranges of transmission, are expected to retard any sudden blossoming of television on a nationwide scale. However, about a score of television broadcasting outlets have already been authorized by the FCC [BROADCASTING, *1939 Yearbook*, page 325] and these, at least, are expected to proceed with renewed vigor and enthusiasm as a result of the Washington experiments and especially after the public reaction in New York can be guaged.

New York Proving Ground

In other words, New York—and perhaps the several other cities which have television broadcasting this year—will be the proving grounds for the future course of American television. That there will be competition in the developmental phases at least, despite the restricted bands available, is assured in New York by the fact that both RCA-NBC and CBS will have stations operating and in other cities by the fact that such organizations as Allen B. DuMont Laboratories, Farnsworth Television Inc., General Electric Co., Philco Radio & Television Corp., Zenith Radio Corp., Don Lee Broadcasting System, First National Television Inc. and several universities have or will have transmitters in operation.

RCA Introduces
New White Screen Television Tubes
RCA for Television

FIRST from all angles was this television "ad". Showing the RCA advertisement for television cathode ray tubes as published on the back cover of the Jan. 15 BROADCASTING (the first ad of its type ever published), it was scanned by the RCA-NBC television camera during the Washington demonstrations, and flashed on the battery of televisors in the National Press Bldg., where it was witnessed, among others, by FCC officials, who promised no punitive action, though regulations prohibit advertising in experiments. The human "easel" is Gordon Hittenmark, NBC Washington announcer, who helped in demonstrations.

Network television, it was indicated during the Washington demonstrations, may not be dependent upon the highly expensive coaxial cable but may develop from ultra-shortwave relays now the subject of experiments by RCA. Nor does television expect to rest its programming problem on films; the Washington demonstrations and the tests being conducted in the New York, Camden and other laboratories have proved that television can do on-the-spot and studio pickups of its own with remarkably good results.

What the cabinet officers, members of Congress and others saw in Washington during the RCA-NBC demonstrations were 9 x 7½-inch images reflected on upright mirrors on a half-dozen receiving cabinets set up in a darkened anteroom of the National Press Club. The Kinescope images were of 441 lines framed at the rate of 30 per second, interlaced to provide 60 exposures per second. This is the standard for cathode ray television which the Radio Manufacturers Assn. recently agreed upon and has asked the FCC to fix.

Sets Already Obsolete

The cabinets were laboratory models, which engineers said were already practically obsolete, and each contained 38 tubes besides the 12-inch cathode ray tubes on which the images were formed. Assembly lines at Camden are preparing for the production of a variety of receiving sets framing images of varying sizes, according to the size of the tube, the largest at first to be the 12-inch tube demonstrated in Washington. A booklet distributed at the Washington demonstrations said the price of home receivers would probably range from $100 to $1,000, although the 9 x 7½ inch picture is expected to come in a set costing something less than $500. Company executives say frankly they cannot even guess what the New York market will be, informal predictions varying from 10,000 to 50,000 sets for the remainder of 1939 after service of

RAIN AND COLD proved no deterrent to the television crew. Upper left photo shows crowds huddled under canopies to watch the video pickups; note the batteries of lights erected for the scanning during days of overcast skies. At upper right "Cameraman" Dick Pickard is wrapped, along with the Iconoscope, in oilskins as protection against the rain. Lower right shows Frank Mullen, RCA director of public relations, standing before the Iconoscope and an oilskin-protected mike to be televised as he talks on the telephone with a viewer of his image on the receivers in the National Press Club.

one or more hours per day is offered starting with the opening of the World Fair.

The only precedent they have to guide them is London, where for several years the British Broadcasting Corp., using EMI (Electrical & Music Industries Ltd.) apparatus of practically the same type as that developed by RCA, has been offering visual programs several hours each weekday and where less than 10,000 receiving sets have been sold. Most of these, it is said, are in hotel lobbies and other public places. Those who have seen the RCA-NBC pictures and the London pictures say there is little to choose between them.

Clear Despite Rain

The pictures shown in the National Press Club were extremely clear, even during the several days of cold and rain—so clear, in fact, that they drew excited "oh's" and "ah's" from the viewers as they saw persons they knew step before the microphones to be interviewed and as they saw clear panoramas of Washington's famed Mall, the Washington Monument and passing automobiles. The Feb. 1 program included shots of a platoon of cavalry from Fort Myers going through maneuvers on the Mall within range of the Iconscope camera, and the pictures were so good that they augured good possibilities in the televising of sports and other outdoor activities.

The demonstrations were by invitations issued by NBC officials in Washington. First the invitees viewed the received images in the Press Club for 10 minutes; exactly 92 of these demonstrations were staged during the seven days. Then they were handed carnations which were badges entitling them to a free taxicab ride to the Mall, a half-mile away, where the two mobile units were located just in front of the Dept. of Agriculture Bldg.

There they were able to see how the scanning was done, and there, starting with Speaker Bankhead of the House of Representatives the first day, several hundred persons including members of Congress, the FCC and other notables, went before the Iconoscope and the microphone to be interviewed for those in the Press Club to see and hear. Each demonstration included a telephone conversation between a person being televised and someone in the Press Club viewing room.

Enter 'Videoscope'

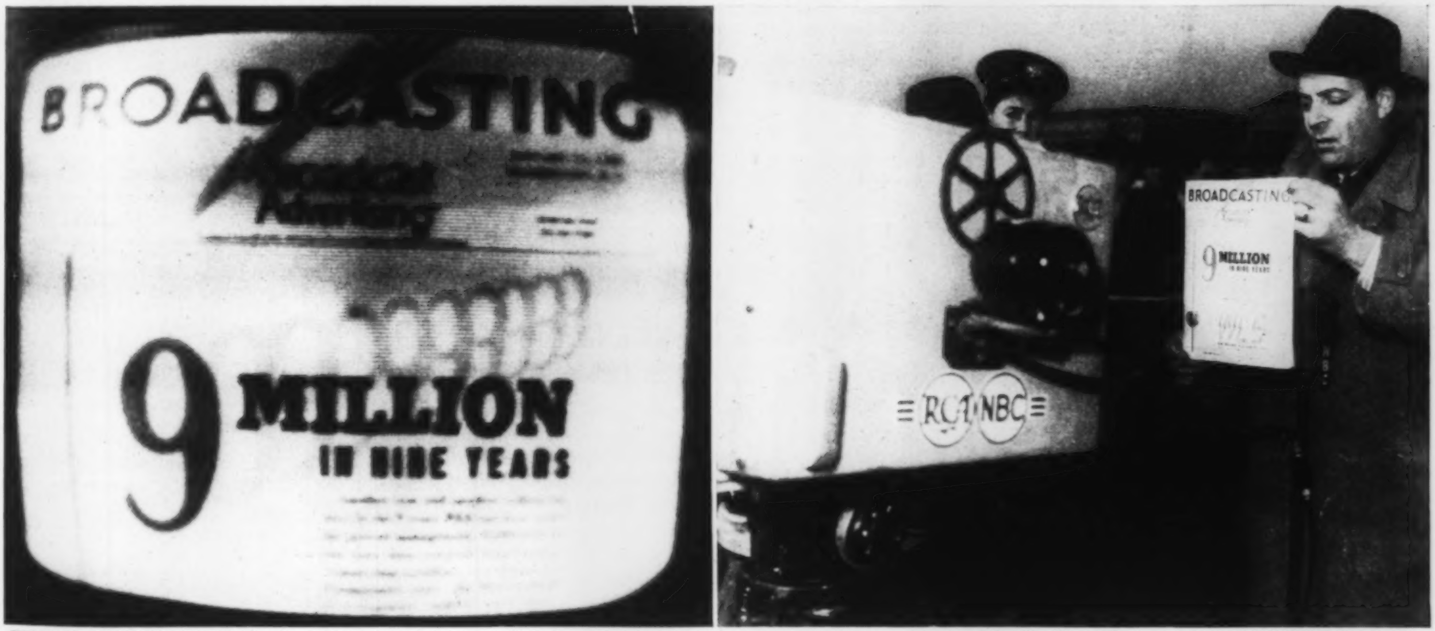
ENTER *Videoscope,* which is destined to be for television what the microphone is for aural radio. At least that appears to be the likely name selection for the television camera, which really isn't a camera at all. RCA-NBC engineers, who have been calling the device an "Ike" until a more appropriate name could be agreed upon, asked BROADCASTING to give it an etymological hand. Up popped the idea of *Videoscope,* which is faithfully descriptive of the apparatus. Thus, it appears, it will be *Videoscope* from now on—or just "Vid" for short.

One of the two mobile units carried the scanning apparatus and the other the transmitter, but these stood about 200 feet away from the actual scanning setup. Ordinarily the two telemobiles, as they are called, are to be used for remote pickups, such as man-on-the-street interviews, to relay to a central transmitting point—in the case of New York to the Empire State Bldg.

No Video Interference

In this instance the mobile transmitters, operating on 177 mc., transmitted direct to the specially constructed antenna atop the National Press Bldg., which was in line of sight of the antenna on one of the mobile units. Accompanying sound was alternated on 37.6 and 40.6 mc., according to conditions, and it was a peculiar fact that diathermy interference was experienced occasionally only on the audible frequencies and not on the u.h.f. visual relay band which was 6000 kc. in width.

Even during the heavy rains the images came through clearly. During three of the days the scanning had to be done under protective



THE MASTHEAD and part of the cover page of BROADCASTING were televised during the RCA-NBC demonstrations in Washington. At right Gordon Hittenmark, NBC Washington announcer, is shown holding the magazine in front of the Iconoscope; great care had to be exercised to place it in precise position before the scanner. At left is an unretouched photograph of the reproduced image as it appeared on the Kinescope. Some of the detail was lost in the photographing and in making this cut. Exact size of the reproduced image was 9 x 7½ inches.

canopies before batteries of lights, and announcers, apparatus, interviewees and all had to be clad in raincoats for protection against the weather. The announcing burden was borne by members of the NBC Washington staff, chiefly by Gordon Hittenmark, William Crago and Bryson Rash with occasional relief from Dorian St. George, George Wheeler, Ed Rogers, George Gunn, Jack Roney and Bud Barry.

No makeup was used and the directors, headed by Warren Wade with Thelma A. Prescott as his aide and Carleton Smith of the Washington executive staff making arrangements, were able to study scanning and production technique under all sorts of conditions. Exceptionally adapted to televising, it was found, were the features and personality of Gordon Hittenmark, whose informal and pleasing manner augur well for his future when television becomes a regularly established service.

Both RCA and NBC sent large contingents of officials to watch the reactions to the demonstration, and of course large crews were needed to man the apparatus, which went through all seven days without a breakdown. Heading the technical crew was O. B. Hanson, NBC vice-president and chief engineer, flanked by R. M. Morris, development engineer; R. E. Shelby, television supervisor; H. C. Gronberg, television engineer; T. Buzalski, chauffeur-mechanic, and the engineers attached to the telemobile units—Harold See, A. E. Jackson, R. W. Pickard, S. L. Peck, R. J. Plaisted and E. C. Wilbur.

On hand for nearly all of the tests were C. W. Farrier, NBC television coordinator; N. E. Kersta, his assistant, and T. H. Hutchinson, manager of television programs. With them from New York came Frank Mullen, RCA director of public relations; Clay Morgan, NBC director of public relations; Vance Babb, NBC press division manager; Leif Eid, press division; Burke Crotty, photo editor, and William Haussler and Sidney Desfor, photographers.

The Washington staff of both RCA and NBC devoted much of their time to the demonstrations, including Frank M. Russell, NBC vice-president; Oswald F. Schuette, RCA; Kenneth H. Berkeley, manager of WRC-WMAL; Carleton Smith and Fred Shawn, assistant managers; Stanley Bell, in charge of the Press Club crowds; Mary Mason, home economics specialist, and Phoebe Gale, publicity.

Blackstone May Add

BLACKSTONE PRODUCTS Co., New York (Aspirin) is using six weekly spot announcements on WSB, Atlanta, on a 52 week schedule. Radio plans for some of the company's other products are now being considered. Randall Co., New York, handles the account.

Tums Expands on Blue

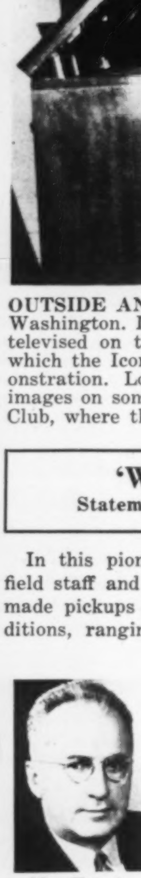
LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Feb. 17 will expand its program of *Liberty* short stories, featuring Bert Lytell, now on WJZ, New York, to a network of 42 NBC-Blue stations. The program is heard Fridays, 7-7:15 p. m. H. W. Kastor & Sons Adv. Co., Chicago, handle the account.

OUTSIDE AND IN during the RCA-NBC television demonstrations in Washington. In upper picture, FCC Chairman McNinch is shown being televised on the Mall; note Washington Monument in background, to which the Iconoscope was pointed at the outset of each 10-minute demonstration. Lower photo shows part of the crowd viewing received images on some of the Kinescope receivers set up in the National Press Club, where thousands observed the sight and sound broadcasts.

'WE WERE VERY SUCCESSFUL'

Statement by C. W. Farrier, NBC Television Coordinator

In this pioneer demonstration of television, we have subjected our field staff and the mobile television station to their severest tests. We made pickups and broadcasts under the most adverse of weather conditions, ranging from the bitterly cold winds of the first two days through the downpours that succeeded. Light was seldom stable for more than a few minutes at a time. After the first heavy rain, the NBC staff hurriedly bought large, varicolored beach umbrellas to protect announcers and televised guests from the inclement weather. Our camera was put under an oiled silk hood and the microphone was protected by a cellophane envelope.



Mr. Farrier

The field crew of seven engineers had their first experience in setting up their equipment and televising under far from ideal conditions, any one of which may be encountered once we go on the air regularly. Outdoor television like radio, must be on the spot when news is in the making and the program must go on the air regardless of weather conditions. Our equipment was remarkably stable throughout two weeks of tests and demonstrations. Not one minute was lost through equipment failure.

If we can judge by crowd reaction, we were very successful here. The most common comment we heard was that the images were very much brighter and clearer than had been anticipated; some persons were very surprised to learn that today's television images were not streaked with light. Evidently the common impression of television is that it is still a stunt rather than a medium ready to give wide public service in entertainment and information. I hope we have dispelled that idea.

Looked It Over

BROADCASTERS visiting Washington for FCC hearings, or coming especially for the occasion, were prominent among those viewing the RCA-NBC television demonstrations and in several instances were themselves televised. Among those seen at the demonstrations were Earl J. Glade and Eugene Pack, KSL, Salt Lake City; E. K. Cargill, WMAZ, Macon, Ga.; Hope Barroll and Robert Maslin, WFBR, Baltimore; Harold C. Burke, Leslie H. Peard Jr., R. C. Embry, William Herson and Edward Codel and Rev. G. E. Lowman, WBAL, Baltimore; George E. Heiges, WPIC, Sharon, Pa.; Paul Porter and James Middlebrooks, CBS. In addition, most of the staff of the FCC attended the demonstrations and many were televised, including several commissioners, attorneys and engineers. For most of the FCC personnel, it was their first glimpse of television.

FOREIGN PROGRESS IN VIDEO SHOWN

PROGRESS toward the adoption of common standards for television services is reported in a review of television abroad during 1938 issued Feb. 3 by the International Telephone & Telegraph Co. on the basis of data gathered by its associated companies in Europe.

Great Britain, France and Germany, it is stated, all adopted positive modulation and uniformity of synchronizing signals but the number of lines used in building up the cathode ray images varies—405 in England, 455 in France, 441 in Germany and 441 in Italy. The British Broadcasting Corp. is offering a four-hour daily service in London, and England at present is the only country with a regular television service and with sets actually on the market.

Paris has a new Government station operating from the Eiffel Tower, transmitting about two hours each weekday and using studio and film subjects. Italy has ordered a Fernseh scanner from Berlin, where last August the new standard was the basis of showings at the Radio Exhibition. About 70 video receivers were in operation in Berlin during the show, most of them by Fernseh.

New Video Film

PARAMOUNT PICTURES Corp., Hollywood, has developed a special soft process negative for television reproduction. It will replace the present ordinary movie film which is said to be too heavy for that purpose. Belief was expressed that sepia tints or mauve will eventually replace black-and-white for telecasting.

RKO Pictures in Hollywood has completed a 1,000-foot synopsis of its current film hit "Gunga Din", consisting chiefly of closeups and medium closeup shots, with special sound effects, to be used for television. It will be shipped to NBC in New York for tests and then televised over the RCA-NBC station.

Now, let me see. . .

Ah, I have it!

It was three weeks ago—on a Sunday afternoon.

Nurse brought me into the library after Dad's guest had gone and sat me on a cushion near the fireplace. It was good to be warm and in the house and watching the flames pop up and disappear into the chimney.

Mother said: "The darling!" as if she'd never seen a baby. Mother ought to have better sense. If there's one thing I don't like, it's having a fuss made over me. Anyway—I remember Dad was talking. He didn't look very happy and hardly noticed me. Something's wrong, I said to myself.

"Well, he's gone," said Dad with a sigh. "We got rid of him nice!"

"WE?" snapped Mother. "What do you mean WE got rid of him? YOU got rid of him. And why? Because from the moment Dickson came in until the moment he left you talked WOR. One would think there wasn't any station but WOR."

"It's the only station for Dickson," Dad said.

"You see," Mother said, wearily. "You ARE the stubborn person!"

Dad didn't say anything for a moment. He just pursed his lips, looked at Mother, then at me and took a deep breath. At last—he smiled.

"All right," Dad agreed. "I'm stubborn. Maybe I'm always stubborn when it comes to WOR. I'm particularly stubborn about seeing that Dickson uses WOR.

"You see, Evelyn," Dad explained patiently to Mother, "in the first place Dickson wants to crack the New York market FAST. He doesn't want to spend a lot of money. He wants to make mothers ask for his baby food . . ."

"So I've gathered," added Mother.

"Well, WOR is the fastest thing I know to put a product over in the Country's Greatest Market . . . not only with the people who buy it, but dealers and wholesalers, too. It reaches all classes and all places in the most densely populated parts of seven states. WOR smears the sweetest sound you ever heard over more than 4,250,000 radio homes. And if you want to know what food advertisers think of it, take a look at the names it carries every day. Another thing, more than 73% of its sponsors are among this country's greatest national advertisers."

"You forgot that WOR carries more national spot placements than any station anywhere," prompted Mother, catching some of Dad's enthusiasm.

"That's right. And WOR can PRODUCE. A glance at its file of case histories would back that. WOR's got a greater mass of big-time success stories than any station now offering time to be bought."

Well, Dad certainly sold Mother on WOR. What's more, he sold Dickson a 52-week contract. Of course, Dad's a smart salesman. But even a baby knows WOR's one of the greatest buys ever offered any advertiser.

WOR

Appeal Pondered In Jolson Ruling

Network Is Absolutely Liable Under Pennsylvania Ruling

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Suit of the hotel company was based on an utterance made by Jolson on a *Shell Chateau* broadcast on NBC June 15, 1935. Jolson was interviewing Sam Parks, then national open golf champion and employed by the hotel as golf professional, and when Parks mentioned the Summit Jolson is alleged to have responded, "That's a rotten hotel." Claiming this remark had damaged its reputation and resulted in the loss of thousands of dollars of business, the hotel sued NBC.

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If this decision is not overruled by the State Supreme Court it will establish the same absolute liability of a broadcaster in Pennsylvania as already holds in Nebraska. In the case of Sorenson vs. Wood and the KFAB Broadcasting Co. in 1932, in which Wood was charged with libeling Sorenson, who was running for state's attorney, during a political broadcast on KFAB in the 1930 campaign, the jury found for the plaintiff but exonerated the station. The plaintiff appealed, however, and the State Supreme Court held that a radio station is like a newspaper and there is no legal reason for favoring one over the other.

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Mr. Kendrick is listed as president of the corporation, holding 260 of the 500 shares of authorized stock. A. C. Van Winkle, attorney, is vice-president, with 120 shares; Oldham Clarke, attorney, vice-president, 70 shares; Mary K. McCarten, formerly with Mr. Kendrick at WFIW and at WIRE, Indianapolis, secretary-treasurer, 50 shares. Call letters will be WINN.

Others Seek 880 Kc.

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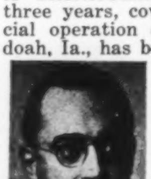
Petersen and Kaufman Sign to Manage KFNF



Mr. Petersen

A MANAGEMENT contract for three years, covering the commercial operation of KFNF, Shenandoah, Ia., has been made by Henry Field, owner of the station, with Marvin H. (Pete) Petersen and Jesse Kaufman. Mr. Petersen in mid-February becomes active manager. This was announced by Mr. Petersen, formerly of NBC, later head of the Hearst Radio Inc. New York office and more recently radio director of H. W. Kastor & Sons agency in Chicago.

Mr. Kaufman

Mr. Kaufman, head of Jesse L. Kaufman Inc., New York program and production firm, formerly was manager of WCAE, Pittsburgh. It was not indicated whether he will give up his New York business and work in Shenandoah. Mr. Field will remain actively associated with KFNF but will devote most of his time to his seed business. KFNF operates on 890 kc. with 1,000 watts day and 500 night.

Ford Spot Series Rotates Program

Discs Placed on 88 Stations; Complete Comedy in Minute

ON THE theory that a one-minute announcement can hardly be expected to sell an automobile but can stir up conversation about the product and create a desire to learn more about it, Ford Motor Co. has started a series using three distinct types of transcribed spot announcements on 88 stations in 84 cities to promote the new Mercury 8. N. W. Ayer & Son, Philadelphia, created and placed the campaign.

First type of spot used actual testimonials received by the Ford company, folksy and conversational letters being selected. The testimonials are read by actors rather than announcers in an effort to obtain realism.

The second type is built around a popular song, the sales message growing out of the song title. The informality motif prevails and actors again do the reading so an announcerial manner may be avoided.

Laughs are sought in the third type of one-minute Ford spots, with each one a complete production including overture, exposition, denouement, pay-off line, exit music. Selling is done casually and topped with a blackout line. The three types of announcements are used in rotation.

Stations are: WADC WOKO KOB WSB WPG WFBR WLBZ WNBF WAPI WNAC WICC WKBW WMT WCSC WBT WKRC WTAM WIS WFAA WOC WHIO KLZ WJR WWJ WHO KDAL WDNC KTSM WDAY WOWO KARM WFBC WHP WTIC KTRH WIRE WJAX KMBC KLRA KECA KFI WHAS WMAZ WFEA WMC WQAM WISN WALA WSFA WSM WSMB WMCA WHN WTAR WKY WOW WMBD WCAU KYW KTAR KDKA WCSH KOIN WJAR WPTF WRVA WHEC KWK KSTP KSL KTSA KGO WGY KIRO WSBT KFPY WSPR WFBL WIBW KVOO WRC WWVA KFH WDEL WSJS WTAG WNAX WKBN.

Seven-Year Appointment Of Gov. Case Affirmed

WITHOUT debate or a record vote, the Senate Feb. 6 confirmed the nomination of Norman S. Case, former Governor of Rhode Island, to serve on the FCC for a seven-year term retroactive to last July 1. He was appointed by President Roosevelt to the FCC upon its creation in 1934 and has been serving under recess appointment since last July.

Gov. Case's nomination had been favorably acted upon by the Senate Interstate Commerce Committee Jan. 27, but held up temporarily when a Senator, not a member of the Committee, had made such a request. The request subsequently was withdrawn and the nomination reported to the Senate. Gov. Case is a Republican.

The next expiration will be that of Commissioner Paul A. Walker, Oklahoma Democrat, on July 1, 1939. The fact that the Administration is pressing legislation for reorganization of the FCC, and reduction in its membership from seven to three, may have a bearing upon this appointment, however.

Frigidaire Plans Spots

FRIGIDAIRE Division, General Motor Sales Corp., Dayton, O., is planning a series of one-minute spot announcements on an undetermined number of stations. Campaign may get under way in late February. Lord & Thomas, Chicago, is agency.

Appeal in WLW 500 kw. Denial Likely

Economic Effect Upon Other Stations Not Considered

Text of FCC Conclusions in WLW Case

1. To the extent that a power output of 500 kw. may be necessary to carry out the applicant's proposed program of experimentation, in so far as it contemplates further investigation into the technical aspects of transmitter equipment, the applicant has sufficient authority to experiment in this field under its experimental license for Station W8XO, and the extension of the special experimental authorization of Station WLW for this purpose is not justified.

2. In so far as the proposed program of experimentation contemplates studies in the secondary service area of Station WLW requiring a power output of 500 kw., the experimentation can be carried on only during the nighttime, and the extension of the special experimental authorization of Station WLW permitting unlimited hours of operation on 500 kw. for this purpose is not justified.

3. In so far as the proposed program of experimentation includes studies of daytime service, a power output of 500 kw. for station WLW is not necessary, and therefore the extension of the special experimental authorization of Station WLW for this purpose is not justified.

WHEREFORE, IT IS ORDERED that the application of The Crosley Corp., formerly The Crosley Radio Corp. (WLW) for extension of its special experimental authorization to operate on the frequency 700 kc. with power output of 500 kw, unlimited time, be, and it is hereby denied, effective 3 a. m., EST, March 1, 1939.

DISREGARDING entirely the issue of possible adverse economic effect of "superpower" upon other stations, the FCC Feb. 8 formally announced its decision denying WLW extension of its special experimental authorization to use 500,000 watts during regular operating hours. The decision is effective March 1.

In a decision and order, rather than its usual formal statement of facts setting forth customary grounds for its conclusions, the Commission held that WLW had "utterly failed" to show that use of 500 kw. unlimited time is necessary to accomplish its proposed program of experimentation. The Crosley Corp., it held, now has sufficient opportunity to experiment under its 500 kw. midnight-to-6 a. m. non-commercial experimental license held for W8XO, which is the WLW 500 kw. transmitter.

The Commission's action was by unanimous vote of the six commissioners who participated, with Commissioner George H. Payne, who initially provoked the issue, not participating.

Appeal Expected

No formal word has been forthcoming from Crosley Corp. or its attorneys with respect to the course it will pursue. It is expected, obviously, that the company will seek legal means to restrain the FCC from making its order effective until an appeal has been adjudicated. Prior to March 1, WLW is expected either to petition the Commission for reconsideration of its action or go direct to the courts with a request for injunctive relief in the nature of a restraining order which would prevent the Commission from forcing the power reduction by March 1.

In its decision the Commission relied upon the fact that since WLW began operating with 500 kw. in 1934, its special experimental authorization has carried a clause specifically stating that the license may be terminated at any time without advance notice or hearing. In other words, the Commission presumably feels that WLW, by virtue of that clause, has no appealable interest and cannot expect relief in the courts. For that reason, the Commission presumably avoided issuance of a formal statement of facts and grounds for decision, the course usually followed in deciding cases involving regular grants as distinguished from special experimental grants.

It is also obvious that the FCC has prepared for a legal fight. If WLW succeeds in procuring a restraining order from a lower appellate court, the FCC probably will resist it with a motion to dismiss. Failing in that, it is expected the FCC will seek Supreme Court review on the ground that the license for 500 kw. was never issued on any basis other than a temporary experimental authorization, despite the fact that the experiment has been permitted to continue since 1934.

WLW's primary contention of loss of service to rural and remote listeners if it were forced to reduce power was ignored by the Commission in its conclusions. Likewise, the Commission made no mention of the possible adverse economic effect of the superpower operation upon regional and local stations in its service areas. Nor did it comment upon the recent findings by the FCC Superpower Committee that WLW's operation with higher power curtailed normal service of WOR on the adjacent frequency.

The Commission brought out that the only issue involved was that of renewal of the special experimental authorization to use the additional 450,000 watts power during regular program hours. It pointed out WLW has pending an application for amendment of existing rules to authorize the station to operate with 500 kw. on a regular basis, as have a dozen other clear channel stations. Moreover, it held that the Crosley Corp. can carry on its superpower experiments over W8XO during early morning hours since the outstanding license for that station does not expire until May 1, 1939.

How It Started

It pointed out that on Jan. 20 the Commission on its own motion designated the experimental application for hearing for the purpose of developing information to aid it in determining whether the extension should be granted. The Commission made no mention, however, of the fact that Commissioner Payne, outspoken critic of Crosley, had set down the application for hearing as a routine matter while he was commissioner in charge of routine broadcast applications.

The hearing on the experimental renewal was held before the so-called Superpower Committee of three members from July 18-29 last year. Last fall the committee unanimously recommended that the extension be denied, and in its report raised the social and economic issues together with the technical considerations. Oral arguments were heard by the full Commission, Payne again not participating, on Dec. 22.

The Commission brought out that with its increased power from 50 to 500 kw. WLW, according to a 1935 survey, was enabled to increase its ½ millivolt daytime service area by about 90%, adding to its coverage some 2,377,000 radio homes with a population of some 9,500,000. and with a total population in the added area of approximately 11,500,000. Field studies further show that, in 1935, the area receiving service from skywave signal of an intensity greater than ½ millivolt with WLW operating with 500 kw., as compared to 50 kw. means an increase in the number of radio homes of approximately 18,721,000 with a population of 74,000,000 and a total population of the entire area of approximately 90,500,000. Pointing out those conditions obtained under 1935 surveys, the Commission then discussed the sunspot activity and said that the service rendered by WLW with 500 kw. in the spring of 1938, particularly in the secondary area, was approximately the same as that which could have been rendered by that station with a 50 kw. output in 1935.

Technically Successful

The Commission admitted that during the experiments WLW had demonstrated that a 500 kw. transmitter is feasible from a technical standpoint and that such power can be used to render a regular broadcast service. It has demonstrated also that with 500 kw. listeners in some rural areas and small towns have been rendered an improved or additional broadcast service by WLW.

In substance, the FCC held that the experiments proposed do not require WLW to operate during all hours at 500 kw. Consequently, it said that the application amounts in effect to one for a regular license. It concluded that the program of experimentation could be carried on without 500 kw. during regular hours and with 500 kw. over W8XO as its midnight-to-morning experimental transmitter.

Promenade

"The radio survey people didn't believe us."

Sales Managers Meet With General Managers At Minneapolis Session

FORTY general managers and sales managers, representing all the radio stations in Minnesota, Wisconsin, and the two Dakotas attended a meeting of the 11th NAB district Feb. 3 at the Minneapolis Athletic Club. This is the largest meeting of the district to date. General managers and sales managers met in separate groups in the morning, had lunch together, and a joint session followed.

The business of the meetings was not released, but copyright, transcription broadcasts and educational programs were among the subjects covered. After the joint session the group inspected WCCO's new studios.

Earl H. Gammons, general manager of WCCO, Minneapolis, and director of the NAB district, appointed a nominating committee consisting of E. C. Reineke, WDAY, Fargo, as chairman; Edgar L. Hayek, KATE, Albert Lea; Wallace Stone, KSOO, Sioux Falls, S. D., and Gregory Gentling, KROC, Rochester, Minn. They will select candidates for a director to be elected at the May meeting when Mr. Gammons' term expires. The May meeting will be held in Rochester at Mr. Gentling's invitation.

'Hams' at the Fair

HUNDREDS of radio amateurs from all over the country are planning to play an important role in the New York World's Fair to demonstrate to the public the availability and utility of amateur radio communication. Functioning as the World's Fair Radio Club, a group created jointly by the American Radio Relay League, the American Institute of Science and the Fair itself, the "hams" will cooperate in operating a high-powered, fully-equipped station from the grounds, and in sponsoring an exhibit showing how invaluable amateurs have proved in time of emergency. The station has already been functioning for the past month on an experimental basis, with the call letters W2DKJ2 and a power of 400 watts. Further plans developed by the station will be announced later. Charter members of the club are A. L. Walsh, Lawrence J. Dunn, C. B. Cooper, all New York amateurs; John S. Young, Fair radio director, and Arthur H. Lynch, operator of W2DKJ2 and managing director of the club's station.

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Petersen and Kaufman Sign to Manage KFNF

Mr. Petersen

A MANAGEMENT contract for three years, covering the commercial operation of KFNF, Shenandoah, Ia., has been made by Henry Field, owner of the station, with Marvin H. (Pete) Petersen and Jesse Kaufman. Mr. Petersen in mid-February becomes active manager. This was announced by Mr. Petersen, formerly of NBC, later head of the Hearst Radio Inc. New York office and more recently radio director of H. W. Kastor & Sons agency in Chicago.

Mr. Kaufman

Mr. Kaufman, head of Jesse L. Kaufman Inc., New York program and production firm, formerly was manager of WCAE, Pittsburgh. It was not indicated whether he will give up his New York business and work in Shenandoah. Mr. Field will remain actively associated with KFNF but will devote most of his time to his seed business. KFNF operates on 890 kc. with 1,000 watts day and 500 night.

Ford Spot Series Rotates Program

Discs Placed on 88 Stations; Complete Comedy in Minute

ON THE theory that a one-minute announcement can hardly be expected to sell an automobile but can stir up conversation about the product and create a desire to learn more about it, Ford Motor Co. has started a series using three distinct types of transcribed spot announcements on 88 stations in 84 cities to promote the new Mercury 8. N. W. Ayer & Son, Philadelphia, created and placed the campaign.

First type of spot used actual testimonials received by the Ford company, folksy and conversational letters being selected. The testimonials are read by actors rather than announcers in an effort to obtain realism.

The second type is built around a popular song, the sales message growing out of the song title. The informality motif prevails and actors again do the reading so an announcerial manner may be avoided.

Laughs are sought in the third type of one-minute Ford spots, with each one a complete production including overture, exposition, denouement, pay-off line, exit music. Selling is done casually and topped with a blackout line. The three types of announcements are used in rotation.

Stations are: WADC WOKO KOB WSB WPG WFBR WLBZ WNBF WAPI WNAC WICC WKBW WMT WCSC WBT WKRC WTAM WIS WFAA WOC WHIO KLZ WJR WWJ WHO KDAL WDNC KTSM WDAY WOWO KARM WFBC WHP WTIC KTRH WIRE WJAX KMBC KLRA KECA KFI WHAS WMAZ WFEA WMC WQAM WISN WALA WSFA WSM WSMB WMCA WHN WTAR WKY WOW WMBD WCAU KYW KTAR KDKA WCSH KOIN WJAR WPTF WRVA WHEC KWK KSTP KSL KTSA KGO WGY KIRO WSBT KFPY WSPR WFBL WIBW KVOO WRC WWVA KFH WDEL WSJS WTAG WNAX WKBN.

Seven-Year Appointment Of Gov. Case Affirmed

WITHOUT debate or a record vote, the Senate Feb. 6 confirmed the nomination of Norman S. Case, former Governor of Rhode Island, to serve on the FCC for a seven-year term retroactive to last July 1. He was appointed by President Roosevelt to the FCC upon its creation in 1934 and has been serving under recess appointment since last July.

Gov. Case's nomination had been favorably acted upon by the Senate Interstate Commerce Committee Jan. 27, but held up temporarily when a Senator, not a member of the Committee, had made such a request. The request subsequently was withdrawn and the nomination reported to the Senate. Gov. Case is a Republican.

The next expiration will be that of Commissioner Paul A. Walker, Oklahoma Democrat, on July 1, 1939. The fact that the Administration is pressing legislation for reorganization of the FCC, and reduction in its membership from seven to three, may have a bearing upon this appointment, however.

Frigidaire Plans Spots

FRIGIDAIRE Division, General Motor Sales Corp., Dayton, O., is planning a series of one-minute spot announcements on an undetermined number of stations. Campaign may get under way in late February. Lord & Thomas, Chicago, is agency.

Appeal in WLW 500 kw. Denial Likely

Economic Effect Upon Other Stations Not Considered

Text of FCC Conclusions in WLW Case

1. To the extent that a power output of 500 kw. may be necessary to carry out the applicant's proposed program of experimentation, in so far as it contemplates further investigation into the technical aspects of transmitter equipment, the applicant has sufficient authority to experiment in this field under its experimental license for Station W8XO, and the extension of the special experimental authorization of Station WLW for this purpose is not justified.

2. In so far as the proposed program of experimentation contemplates studies in the secondary service area of Station WLW requiring a power output of 500 kw., the experimentation can be carried on only during the nighttime, and the extension of the special experimental authorization of Station WLW permitting unlimited hours of operation on 500 kw. for this purpose is not justified.

3. In so far as the proposed program of experimentation includes studies of daytime service, a power output of 500 kw. for station WLW is not necessary, and therefore the extension of the special experimental authorization of Station WLW for this purpose is not justified.

WHEREFORE, IT IS ORDERED that the application of The Crosley Corp., formerly The Crosley Radio Corp. (WLW) for extension of its special experimental authorization to operate on the frequency 700 kc. with power output of 500 kw, unlimited time, be, and it is hereby denied, effective 3 a. m., EST, March 1, 1939.

DISREGARDING entirely the issue of possible adverse economic effect of "superpower" upon other stations, the FCC Feb. 8 formally announced its decision denying WLW extension of its special experimental authorization to use 500,000 watts during regular operating hours. The decision is effective March 1.

In a decision and order, rather than its usual formal statement of facts setting forth customary grounds for its conclusions, the Commission held that WLW had "utterly failed" to show that use of 500 kw. unlimited time is necessary to accomplish its proposed program of experimentation. The Crosley Corp., it held, now has sufficient opportunity to experiment under its 500 kw. midnight-to-6 a. m. non-commercial experimental license held for W8XO, which is the WLW 500 kw. transmitter.

The Commission's action was by unanimous vote of the six commissioners who participated, with Commissioner George H. Payne, who initially provoked the issue, not participating.

Appeal Expected

No formal word has been forthcoming from Crosley Corp. or its attorneys with respect to the course it will pursue. It is expected, obviously, that the company will seek legal means to restrain the FCC from making its order effective until an appeal has been adjudicated. Prior to March 1, WLW is expected either to petition the Commission for reconsideration of its action or go direct to the courts with a request for injunctive relief in the nature of a restraining order which would prevent the Commission from forcing the power reduction by March 1.

In its decision the Commission relied upon the fact that since WLW began operating with 500 kw. in 1934, its special experimental authorization has carried a clause specifically stating that the license may be terminated at any time without advance notice or hearing. In other words, the Commission presumably feels that WLW, by virtue of that clause, has no appealable interest and cannot expect relief in the courts. For that reason, the Commission presumably avoided issuance of a formal statement of facts and grounds for decision, the course usually followed in deciding cases involving regular grants as distinguished from special experimental grants.

It is also obvious that the FCC has prepared for a legal fight. If WLW succeeds in procuring a restraining order from a lower appellate court, the FCC probably will resist it with a motion to dismiss. Failing in that, it is expected the FCC will seek Supreme Court review on the ground that the license for 500 kw. was never issued on any basis other than a temporary experimental authorization, despite the fact that the experiment has been permitted to continue since 1934.

WLW's primary contention of loss of service to rural and remote listeners if it were forced to reduce power was ignored by the Commission in its conclusions. Likewise, the Commission made no mention of the possible adverse economic effect of the superpower operation upon regional and local stations in its service areas. Nor did it comment upon the recent findings by the FCC Superpower Committee that WLW's operation with higher power curtailed normal service of WOR on the adjacent frequency.

The Commission brought out that the only issue involved was that of renewal of the special experimental authorization to use the additional 450,000 watts power during regular program hours. It pointed out WLW has pending an application for amendment of existing rules to authorize the station to operate with 500 kw. on a regular basis, as have a dozen other clear channel stations. Moreover, it held that the Crosley Corp. can carry on its superpower experiments over W8XO during early morning hours since the outstanding license for that station does not expire until May 1, 1939.

How It Started

It pointed out that on Jan. 20 the Commission on its own motion designated the experimental application for hearing for the purpose of developing information to aid it in determining whether the extension should be granted. The Commission made no mention, however, of the fact that Commissioner Payne, outspoken critic of Crosley, had set down the application for hearing as a routine matter while he was commissioner in charge of routine broadcast applications.

The hearing on the experimental renewal was held before the so-called Superpower Committee of three members from July 18-29 last year. Last fall the committee unanimously recommended that the extension be denied, and in its report raised the social and economic issues together with the technical considerations. Oral arguments were heard by the full Commission, Payne again not participating, on Dec. 22.

The Commission brought out that with its increased power from 50 to 500 kw. WLW, according to a 1935 survey, was enabled to increase its ½ millivolt daytime service area by about 90%, adding to its coverage some 2,377,000 radio homes with a population of some 9,500,000. and with a total population in the added area of approximately 11,500,000. Field studies further show that, in 1935, the area receiving service from skywave signal of an intensity greater than ½ millivolt with WLW operating with 500 kw., as compared to 50 kw. means an increase in the number of radio homes of approximately 18,721,000 with a population of 74,000,000 and a total population of the entire area of approximately 90,500,000. Pointing out those conditions obtained under 1935 surveys, the Commission then discussed the sunspot activity and said that the service rendered by WLW with 500 kw. in the spring of 1938, particularly in the secondary area, was approximately the same as that which could have been rendered by that station with a 50 kw. output in 1935.

Technically Successful

The Commission admitted that during the experiments WLW had demonstrated that a 500 kw. transmitter is feasible from a technical standpoint and that such power can be used to render a regular broadcast service. It has demonstrated also that with 500 kw. listeners in some rural areas and small towns have been rendered an improved or additional broadcast service by WLW.

In substance, the FCC held that the experiments proposed do not require WLW to operate during all hours at 500 kw. Consequently, it said that the application amounts in effect to one for a regular license. It concluded that the program of experimentation could be carried on without 500 kw. during regular hours and with 500 kw. over W8XO as its midnight-to-morning experimental transmitter.

Promenade

"The radio survey people didn't believe us."

Sales Managers Meet With General Managers At Minneapolis Session

FORTY general managers and sales managers, representing all the radio stations in Minnesota, Wisconsin, and the two Dakotas attended a meeting of the 11th NAB district Feb. 3 at the Minneapolis Athletic Club. This is the largest meeting of the district to date. General managers and sales managers met in separate groups in the morning, had lunch together, and a joint session followed.

The business of the meetings was not released, but copyright, transcription broadcasts and educational programs were among the subjects covered. After the joint session the group inspected WCCO's new studios.

Earl H. Gammons, general manager of WCCO, Minneapolis, and director of the NAB district, appointed a nominating committee consisting of E. C. Reineke, WDAY, Fargo, as chairman; Edgar L. Hayek, KATE, Albert Lea; Wallace Stone, KSOO, Sioux Falls, S. D., and Gregory Gentling, KROC, Rochester, Minn. They will select candidates for a director to be elected at the May meeting when Mr. Gammons' term expires. The May meeting will be held in Rochester at Mr. Gentling's invitation.

'Hams' at the Fair

HUNDREDS of radio amateurs from all over the country are planning to play an important role in the New York World's Fair to demonstrate to the public the availability and utility of amateur radio communication. Functioning as the World's Fair Radio Club, a group created jointly by the American Radio Relay League, the American Institute of Science and the Fair itself, the "hams" will cooperate in operating a high-powered, fully-equipped station from the grounds, and in sponsoring an exhibit showing how invaluable amateurs have proved in time of emergency. The station has already been functioning for the past month on an experimental basis, with the call letters W2DKJ2 and a power of 400 watts. Further plans developed by the station will be announced later. Charter members of the club are A. L. Walsh, Lawrence J. Dunn, C. B. Cooper, all New York amateurs; John S. Young, Fair radio director, and Arthur H. Lynch, operator of W2DKJ2 and managing director of the club's station.

FCC May Find Itself Without 'Sponsor'

No Provision Is Made In Appropriation Measure

ADDING TO its burden of Congressional troubles, the FCC faces the extraordinary plight of being without funds after June 30, unless it is reorganized under proposed new legislation.

Indicating the disfavor with which House members look upon the present FCC, the subcommittee of the House Appropriations Committee handling independent offices funds entirely eliminated the agency from its bill, introduced in the House Feb. 6, which passed the measure Feb. 8 without the funds. It now is before the Senate. This unusual action was taken by the subcommittee after it had held hearings behind closed doors on the proposed FCC appropriation of $2,038,175 for the 1940 fiscal year, which begins next July 1—an increase of approximately $300,000 over the current appropriation.

The subcommittee, in fact, conducted a miniature inquiry into the FCC in questioning Chairman McNinch and other members and officials at the hearings, which were held last Jan. 23. The transcript of the hearings was released with introduction of the bill.

The subcommittee simply stated in its report that the FCC appropriation would be considered in a subsequent appropriation measure and that it had been omitted pending action by Congress on President Roosevelt's recommendation for reorganizing the Commission. Thus, the issue was passed directly to Congress to enact the new legislation, although it was freely stated that funds could be appropriated in the event the reorganization legislation struck insurmountable obstacles.

McNinch Quizzed

Chairman McNinch bore the brunt of the committee's examination, with Reps. Wigglesworth (R-Mass.) and Dirksen (R-Ill.) asking most of the questions.

Anything but a bright picture for future regulation of broadcasting was painted in the testimony. Chairman McNinch, for example, stated that a license fee for broadcast stations might be worked out through the Treasury Department; that in his opinion a majority of the Commission did not favor a longer license period than six months despite the recent recommendation of the so-called Superpower Committee for a one-year license, with three members voting unanimously for it; that he anticipated the FCC, in its network inquiry, might discover "undisclosed interlocking directorates" indicating monopoly, and that the Commission intends to study the whole question of newspaper ownership.

Introduction of the independent offices bill in the House Feb. 6 immediately brought a new demand from Rep. Wigglesworth for a far-reaching Congressional investigation. In an address to the House he discussed Chairman McNinch's testimony in which he said Mr. McNinch himself had expressed the view that a thorough and full examination of the Commission would develop with the consideration of new legislation. This assertion by Chairman McNinch came before President Roosevelt on Jan. 24 had asked Congress to consider immediate reorganization of the FCC.

Surprisingly enough, Rep. Wigglesworth, who has been an outspoken opponent of what he has described as network monopoly and of the present order in the broadcasting industry, declared in the House he was inclined to think it might be advisable to issue broadcast licenses for a longer period.

Woodrum Explains

Chairman Woodrum, explaining the action of his subcommittee in eliminating the appropriation, told BROADCASTING Feb. 6 that there was no intention to rebuke the Commission but merely a desire to see what was going to be done on reorganization before appropriating any money.

Asked if that was not unusual, in view of the fact that regardless of whether the FCC was reorganized it would have to have an appropriation, he said: "It may be unusual but we think it is sensible. A Commission comes in and says it needs so much money and at the same time admits a proposal is under consideration to abolish the Commission and set up a new one. We were advised that there would be prompt action on this legislation and we decided to wait and if a new Commission is appointed to call it in before making the appropriation."

Mr. Woodrum explained the hearings already conducted could be used by the sub-committee when it considers appropriations for the agency, whether or not it is reorganized. The appropriation could be carried in a special bill or on a deficiency bill and there would be no difficulty in providing the money before the next fiscal year begins, he said.

Meanwhile, members of the House were talking about a Commission even larger than the seven-man board—probably of 9 or even 11 members. This was premised largely on the contention of Chairman McNinch and other FCC officials that the FCC is greatly overworked and that all departments are carrying a work load which necessitates much overtime. If a seven-man Commission is unable to carry the burden, these Congressmen asked, how can a three-man unit, as proposed, do the job? There was talk about dividing the Commission into separate autonomous divisions as a means of distributing the work load.

Questioned by Rep. Wigglesworth regarding the propriety of having licensees contribute something to Federal revenues in view of the "enormous profits which they have been able to make out of the frequencies", Mr. McNinch said there had been discussions as to the basis on which a tax measure should be proposed. He stated:

"It is perhaps primarily a matter for the taxing department, the Treasury Department, rather than this Commission; but I am not certain but this Commission may propose, possibly through the Treasury Department, some measure that would look in the direction of a contribution on their part."

Dirksen's Insight

Rep. Dirksen, who revealed a rather intimate knowledge of FCC operations, inquired whether it was not a fair inference that if a monopoly exists in radio, it exists because of the actions of the FCC, since that agency issues the licenses.

Holding this was not a fair inference, Mr. McNinch declared that he thought the Commission heretofore has not had all the facts but that it is trying to find out every ramification, holding company, subsidiary, affiliation

(*Continued on page 71*)

BEAUTIFUL Colonial building in keeping with the numerous historic structures which line the James River between Richmond and Jamestown houses the new 50,000-watt transmitter of WRVA, Richmond, now in test operation. The site at Varina, historic estate near Richmond and scene of Civil War fighting, is a grove of pine trees on a 40-foot bluff overlooking the James. Nearby stand the two 470-foot steel towers.

New Transmitter Is Tested by WRVA

Formal Dedication of 50 kw. Planned in March

Mr. Lucy

THE NEW 50,000-watt transmitter of WRVA, Richmond, is now in test operation and will be formally dedicated early in March, according to C. T. Lucy, general manager. Equipment tests of the Western Electric apparatus and two 470-foot Blaw-Knox radiators at Varina, historic estate 15 miles southeast of Richmond, started Jan. 12 under the direction of David Woods, WRVA chief engineer; Paul Godley, consulting engineer, and John Morrison and John Herber, Bell Laboratories engineers.

By the end of February it is expected the field intensity measurements will have been completed by Mr. Godley for submission to the FCC for final approval.

The site chosen was the last of 22 surveyed to give directional coverage of Richmond and the Tidewater area and conform to the Havana Treaty, under which WRVA will eventually shift from 1110 to 1140 kc. FCC approval of the site was secured last September, and ground was broken, the building erected and the masts put in place in the record time of four months.

A Historic Site

The 100-acre site of Virginia's first 50,000 watter overlooks the James River and is known as *Edgeworth*. It adjoins the Colonial estate of Varina, early home of John Rolfe and his Indian Princess Pocahontas. During the Civil War General Grant's line of fortifications ran through the present WRVA property, serving as protection for the thousands of Federal troops crossing the James River at this point. Many relics of the war were dug up during the construction; muskets, bayonets, belt buckles, epaulets and scores of other items have been gathered for a museum to be installed in the building.

The building is of brick and its architecture is James River Colonial. It was designed by Marcellus E. Wright Sr., Richmond, and is set in a pine grove on a 40-foot bluff overlooking 20 acres of marsh and the James River.

WRVA's early field tests of its directional indicate a primary area that will include practically all of what is known as Tidewater Virginia. Manager Lucy, for 12 years advertising manager of Larus & Bros., Richmond (Edgeworth tobacco), last year began devoting all of his time to supervision of the station. P. L. Reed, president of Larus & Bros., licensee of the station, fathered the original installation of a 1,000-watt WE transmitter in 1925.

Illinois Bell Spots

ILLINOIS Bell Telephone Co., Chicago, will start a series of one-minute spot announcements in mid-March on Chicago stations and a number of stations in cities of Indiana and Illinois within its service area. N. W. Ayer & Son, Chicago, is agency.

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The 12H has been so widely recognized because every detail was technically RIGHT. There was not a single cheap thing about it. We did a painstaking job of the original design—a design we have not changed until we had some really important improvements fully worked out. The NEW, improved 12H is now ready to do an even better job for you.

- front-of-panel-access attenuators
- complete tube circuit metering using separate d-c instrument
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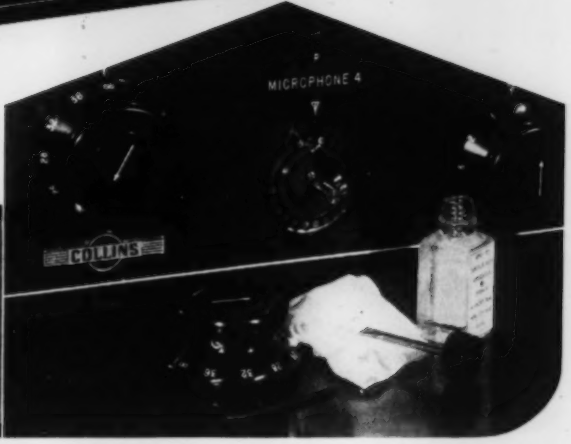

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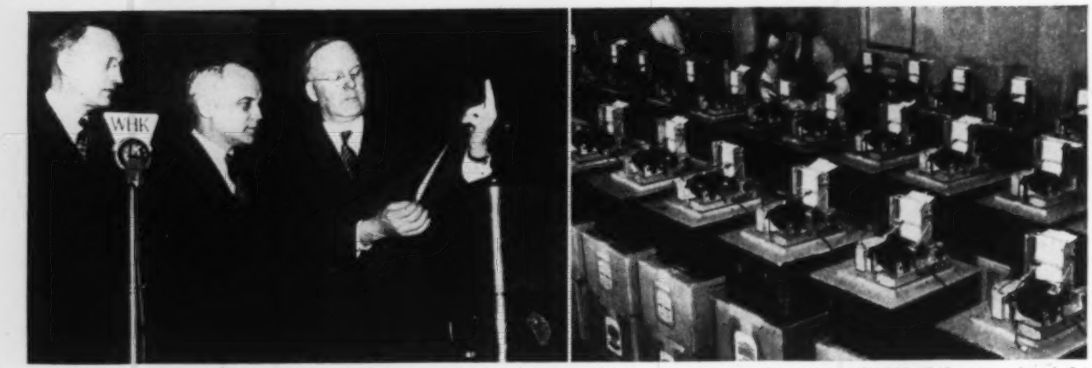


FACSIMILE made its Cleveland debut Feb. 6 with a demonstration in the office of Mayor Burton presided over by H. K. Carpenter, general manager of WHK-WCLE which has inaugurated service on the regular WHK frequency daily from 5 to 6 a. m. and on its shortwave adjunct W8XE (38.6 mc.) daily from noon to 1 p. m. In photo at left are (l to r) Mr. Carpenter, Mayor Burton and Chief Engineer E. L. Gove watching the first transmission over W8XE, the first copy being received at City Hall and presented to the Cleveland Public Library. At right Engineers Hugh Okeson and Al Draper are shown adjusting some of the 50 Crosley *Reado* receivers, manufactured under Finch patents [BROADCASTING, Feb. 1] which will be installed at strategic points throughout the city. John T. Vorpe, WHK advertising manager, has been placed in charge of preparing facsimile copy, with Mr. Gove aided on the technical side by Price Fish and R. A. Fox.

Five Stations Get Regular Renewals

Citations Dropped but Legal Issues Are Not Settled

PROGRAM citations against five stations operating with temporary licenses pending investigation have been dismissed by the FCC after legal questions had been raised in certain instances as to the FCC's jurisdiction. Counsel for several of the stations had contended that the FCC lacked authority on matters involving alleged lottery or profane broadcasts and that local authorities in the district in which the alleged offense was committed must initially take steps.

While the FCC in dismissing the decisions did not announce that it concurred in this contention, it nevertheless had it under advisement. Temporary renewals issued WMBC, Detroit, and WMIN, St. Paul, involving alleged lottery broadcasts, were among those countermanded. Their license renewals had been designated for hearing. The FCC announced that the programs in question no longer are being carried and as a consequence regular renewals were authorized.

Others Renewed

KFOX, Long Beach, Cal., likewise was given a regular renewal, and its hearing cancelled because certain programs allegedly involving fortune telling and misleading medical advertising had been discontinued. WHBI, Newark, was given a regular renewal after it had been ascertained that a complaint referred to the Federal Trade Commission regarding a particular program actually had not been broadcast by the station. KYA, San Francisco, was given a regular renewal, the FCC said, because certain point-to-point communications, in alleged violation of the license, had been discontinued and because "full announcements are now being made regarding the sponsorship of certain programs where formerly there was no announcement of sponsorship, as required by the Act."

KGLU, new local station at Safford, Ariz., has been added to the Arizona Network, bringing its affiliates to four. The other three are KOY, Phoenix; KGAR, Tucson; KSUN, Lowell.

Benny Leader in World-Telegram Poll; 'Information Please' Soars Toward Top

JACK BENNY regained his old position of leading comedian of the best program on the air today in the eighth annual radio poll of United States and Canadian radio editors conducted by the *New York World Telegram.* Although voted the best comedian for the past six years, Jack Benny's program lost to Charlie McCarthy's program, the *Chase & Sanborn Hour,* last year, which takes second place this year. Bing Crosby's program ranks third on the list of favorite programs, while the star singer himself was voted the leading male singer for the fifth consecutive year.

In the comedian field, Fred Allen again ranks second to Jack Benny while Charlie McCarthy drops to third place, and Bob Hope rises from sixth to fourth place this year. Outstanding in the new types of programs is the rise of quiz broadcasts with *Information Please,* first choice, gaining exactly double the votes of its nearest competitor *Professor Quiz.* Guy Lombardo for the eighth consecutive year won top honors for the leading light orchestra with Kay Kyser and Horace Heidt chosen as second and third favorites.

Welles, Robinson Rise

Participating in the poll were 156 radio editors of United States and Canada, whose votes were counted on a point system, three for a first choice, two for a second, one for a third with each editor who answered the questionnaire which was composed by Alton Cook, *World-Telegram* radio editor.

Orson Welles' dramas and Edward G. Robinson's *Big Town* programs have gained importance in the field of new dramatic programs taking second and fourth place respectively in this year's poll. Ted Husing again leads all sports announcers, a position he has held since the first year of the poll, while Don Wilson maintains his third straight triumph among studio announcers. Arturo Toscanini leads symphonic conductors, while Nelson Eddy regains his leadership of singers of classical or operatic music, a position he lost last year to Lawrence Tibbett, who ranks second this year.

In the editors' judgment the only rival to the Czech crises news coverage as a major radio event of 1938 was the *War of the Worlds* program, with which Orson Welles sent frightened listeners fleeing from Martian invaders. NBC and CBS divided 14 first places evenly, another winner, Guy Lombardo, being heard on both networks this season.

Listed are the ten leaders in each group, as selected by the editors, listed in order of their ranking and showing the votes received.

FAVORITE PROGRAMS—Jack Benny, 159; Charlie McCarthy, 138; Bing Crosby, 119; Information Please, 97; Fred Allen, 72; Metro, 54; WABC Radio Theater, 46; Orson Welles, 37; One Man's Family, 30; Kay Kyser's Kollege, 28.

COMEDIANS—Jack Benny, 269; Fred Allen, 177; Charlie McCarthy, 169; Bob Hope, 51; Fibber McGee, 42; Burns & Allen, 32; Robert Benchley, 25; Fanny Brice, 19; Amos 'n' Andy, 18; Frank Morgan, 16.

QUIZ PROGRAMS—Information Please, 316; Professor Quiz, 158; Kay Kyser's Kollege, 139; What's My Name, 53; Ask-It-Basket (Jim McWilliams), 44; Vox Pop, 34; Battle of the Sexes, 30; True or False, 29; Uncle Jim's Spelling Bee, 17; Paul Wing's Spelling Bee, 10.

LIGHT ORCHESTRAS—Guy Lombardo, 274; Kay Kyser, 86; Horace Heidt, 73; Artie Shaw and Benny Goodman, 66; Tommy Dorsey, 60; Wayne King, 37; Richard Himber, 33; Paul Whiteman, 27; Larry Clinton and Andre Kostelanetz, 26.

WOMEN POPULAR SINGERS—Frances Langford, 206; Kate Smith, 174; Connie Boswell, 102; Jane Froman, 77; Dorothy Lamour, 45; Maxine Sullivan and Bea Wain, 26; Mildred Bailey, 21; Na Wynn, 15; Lucille Manners, 14; Martha Tilton and Virginia Simms, 13.

MALE POPULAR SINGERS—Bing Crosby, 341; Kenny Baker, 228; Frank Parker, 64; Lanny Ross, 51; Nelson Eddy, 44; Jerry Cooper, 18; Rudy Vallee, 17; Buddy Clark, 16; Frank Munn, 15; Tony Martin, 12.

DRAMATIC PROGRAMS — WABC Monday Radio Theater, 269; Orson Welles, 198; One Man's Family, 94; Edward G. Robinson (Big Town), 57; Columbia Workshop, 54; Silver Theatre, 32; First Nighter, 26; Tyrone Power and Star Theatre, 20; Gang Busters, 15.

SPORTS ANNOUNCERS—Ted Husing, 301; Bill Stern, 229; Clem McCarthy, 93; Red Barber, 27; Bob Elson, 21; Graham McNamee, 20; Tom Manning, 17; Paul Douglas, 14; Bill Slater, 10.

STUDIO ANNOUNCERS—Don Wilson, 152; Ken Carpenter, 84; Harry Von Zell, 48; Milton Cross, 42; David Ross, 18; Paul Douglas, 15; Ben Grauer and Graham McNamee, 12.

SYMPHONY CONDUCTORS—Toscanini, 333; John Barbirolli, 116; Frank Black, 82; Jose Iturbi, 42; Alfred Wallenstein, 41; Leopold Stokowski, 36; Andre Kostelanetz, 32; Artur Rodzinski, 23; Howard Barlow, 22; Fritz Reiner, 19.

CLASSICAL SINGERS—Nelson Eddy, 150; Lawrence Tibbett, 138; Richard Crooks, 117; Lily Pons, 93; Kirsten Flagstad, 72; Margaret Speaks, 47; Lucille Manners, 44; John Charles Thomas, 41; Gladys Swarthout, 24; John Carter, 19.

QUARTER-HOUR PROGRAMS—Amos 'n' Andy, 99; Lum 'n' Abner, 78; Easy Aces, 60; Lowell Thomas, 53; Walter Winchell, 51; Vocal Varieties, 36; Edwin C. Hill, 26; Vic & Sade, 21; Jimmy Fidler, 20; Sophie Tucker, 14.

CHILDREN'S PROGRAMS—Let's Pretend, 130; Ireene Wicker, 122; Lone Ranger, 72; Little Orphan Annie, 68; American School of the Air, 44; Dick Tracy, 27; Howie Wing, 23; March of Games, 19; Jack Armstrong and Kaltenmeyer's Kindergarten, 17.

OUTSTANDING BROADCAST—Orson Welles, 296; Tommy Riggs, 27; Clifton Fadiman, 23; Bob Hope, 21; Kay Kyser and H. V. Kaltenborn, 12.

KSD Filmed Again

KSD's shortwave facsimile adjunct, W9XZY, subject of a Paramount newsreel when recently inaugurated [BROADCASTING, Dec. 15], made the movies again in early February when a 20th Century Fox news cameraman photographed the process of publishing a picture by radio from start to finish. Occasion was the visit of Aviatrix Ruth Nichols to St. Louis. A *St. Louis Post-Dispatch* photographer snapped her picture, the newsreel followed the negative to developing room, to facsimile transmitter in the KSD studio, and through the receiver.

CBS $3,541,700 Net

DURING 1938 CBS made a net profit of $3,541,700, equaling $2.07 per share, according to a preliminary consolidated income statement released at a meeting of the CBS board of directors in New York Feb. 8. This shows a decrease from the previous year, during which CBS netted $4,297,600, or $2.52 per share. Per share earnings are based on the 1,708,147 shares of $2.50 par value stock either presently outstanding or which will be outstanding when all the old $5 par value stock has been exchanged. The directors declared a quarterly cash dividend of $.25 per share on present Class A and Class B stock of $2.50 par value, payable March 10 to stockholders of record Feb. 24.

United Fruit's Spots

UNITED FRUIT Co., New York, on Feb. 13 started an institutional campaign series of 240 spot announcements to run through June 2 on six New England stations—WNAC, WJAR, WTAG, WORC, WEEI and WPRO. BBDO, New York, placed the account.

LOOSE-WILES BISCUIT Co., Long Island City., N. Y. on Jan. 30 began sponsoring for 39 weeks a new quarter-hour program, *Women in the News,* on KDKA, Pittsburgh. Heard five times weekly, the show features Charlie Urquhart and Bernie Armstrong. Newell-Emmett, New York, handles the account.

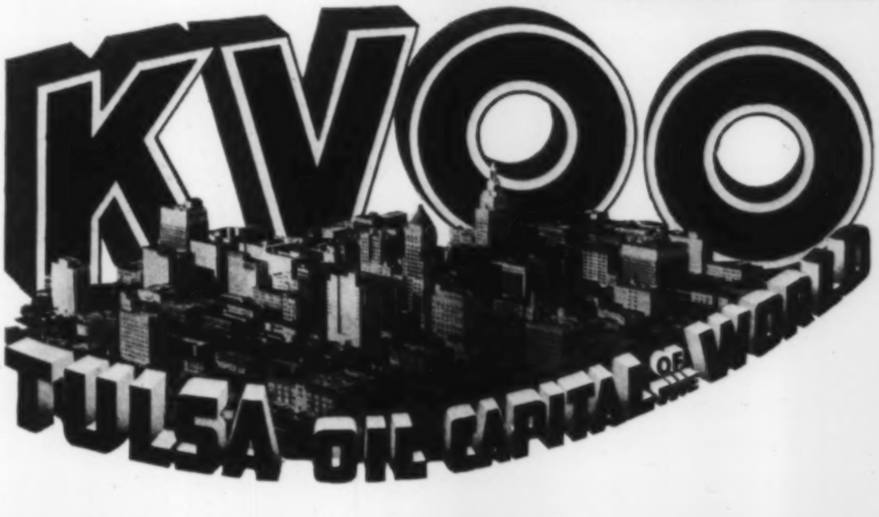
LOCAL AUDIENCE ?

"What do you think ?"

Five Tulsa retailers participated in a fifteen minute program directed to Tulsa's Retail Trading Area. A simple contest was featured, which drew 12,492 replies from 26 programs, an average of 490 replies per program. Of this number 48% (5,957 replies) came from Tulsa and Tulsa County! 85% came from Tulsa's Retail Trading Area!

◆ ◆ ◆ ◆

A breakdown of 60,610 pieces of mail, divided between National and Local Advertisers, showed that Tulsa County produced 20% of the mail for National Advertisers and 48% of the mail for Local Advertisers. KVOO pulls *where* and *as* you want it to pull! 25,000 watts. Both N. B. C. Networks. Oklahoma's Most Powerful Station.


KVOO
TULSA OIL CAPITAL OF THE WORLD

EDWARD PETRY AND COMPANY
National Representatives

RCA's SERVICE TO *Motion Pictures*

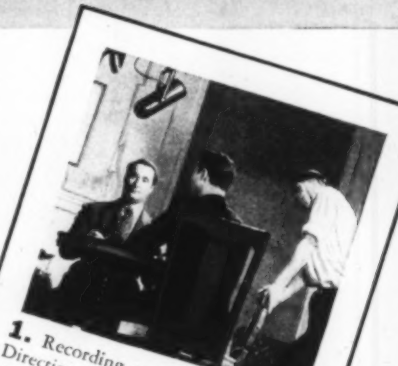
YOU enjoy movies more because of radio. Radio helps make movies so interesting that the annual attendance in the United States equals twice the population of the world. Yet few realize that the reproduction of voices and the whole range of sound that makes pictures live — is a laboratory product based on research in radio and sound.

Because the recording and reproduction of sound involves so many principles which have grown out of radio, research in RCA Laboratories has been, and continues to be a big factor in creating finer motion picture sound entertainment. This work is closely connected with research and actual practice in making Victor Records and operating the National Broadcasting Company.

Here is another example of the way in which RCA uses research to develop services of benefit to the whole world. It was research that built the world-wide radio message service of R.C.A. Communications, Inc. ...research that developed the RCA "direction finder" and other safety devices for ships at sea which the Radiomarine Corporation of America supplies . . . research that has made RCA Victor Radios and RCA Victrolas outstanding in the field of radio and record entertainment.

The very fact that the Radio Corporation of America is engaged in every field of radio is to the advantage of all who are engaged in broadcasting or who are in any way connected with broadcasting stations. In the final analysis, audiences can be held only by good transmission of programs, and the present high quality of broadcasting is largely due to RCA research and to RCA equipment.

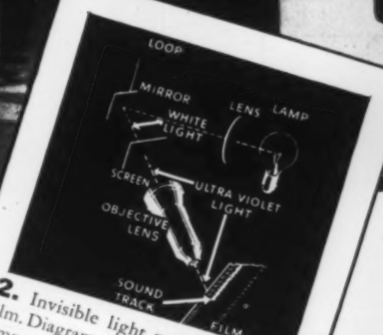
RCA Contributions to Three Important Phases of Making Talking Pictures



1. Recording sound through RCA Directional "Mike," one of the outstanding microphones developed by RCA Laboratories. RCA microphones are used in Radio City, in film and radio studios all over the world, and in making Victor Records.

RCA Radio Corporation

RCA Manufacturing Co., Inc.
RCA Institutes, Inc.



2. Invisible light writes sound on film. Diagram shows path of light from lamp, to mirror, to film. Just before it reaches film the light passes through filter that shuts out all but the invisible ultra-violet rays. RCA Laboratories developed this ultra-violet recording method used by RCA Photophone.

3. When the completed film is ready for the theatre, the sound reaches the audience through RCA Photophone Reproducing Equipment such as is in use in more than 5,000 theatres. To insure good sound the movement of the film must be at a perfectly constant speed. RCA engineers accomplish this by the unique and ingenious rotary stabilizer.

PHOTOPHONE
RCA
HIGH FIDELITY SOUND

When you go to the movies, look for the RCA Photophone plaque — the sign of the best in sound reproduction.

of America RADIO CITY, NEW YORK

National Broadcasting Company **R.C.A. Communications, Inc.**

Radiomarine Corporation of America

Press Ownership Praised by Ewing

McNinch Present at Asheville Dedicatory Ceremonies

STRONG support for newspaper ownership of radio stations was voiced by John D. Ewing, publisher of the *Shreveport Times*, operator of KWKH and KTBS, and president of the Southern Newspaper Owners Assn., speaking Jan. 28 at the dedicatory banquet acclaiming the new plant of the *Asheville* (N. C.) *Citizen* and *Times* and its subsidiary radio station, WWNC.

Mr. Ewing's words were regarded as particularly significant in view of the presence at the banquet of FCC Chairman Frank R. McNinch, who was introduced by Don S. Elias, vice-president of the *Citizen-Times* company and lauded the newspaper organization and its radio station for their progressiveness. There have been indications that the Administration looks askance upon newspaper ownership of radio stations and in fact that is one of the subjects suggested for possible legislative action in the current Congress.

Seeks Longer Licenses

"I believe," said Mr. Ewing, "that the radio stations owned by newspaper interests in the South are rendering better service than stations owned by individuals. The people who run our newspapers have learned through years of experience that the public demands certain things in public service of any institution like a newspaper or radio station. Some of the individual owners do not know that.

"We used to have a radio station like that in Shreveport. I guess some of you heard it or have heard of it. I have that station now and I know that we are giving service it never rendered before. In the five years it has been operated by the company that now has it I doubt if there has been a single kick from any listener that it has been unfair or is not giving the service it should.

"I think that the Government should make it easier for the owners of radio stations to go to bed at night knowing that the $50,000 or maybe only $10,000 that they have tied up in equipment for the station is not going to be made useless in six months. There is nothing that will give any business a chance to serve like confidence that it is going to be allowed to continue, there is nothing like a feeling of security.

"Way back in the Harding administration there was a law passed putting every station on six months' probation with the provision that if they were 'good little boys' they would be allowed to have a three-year license when the six months probation period was up.

"Now we have to finish filling out a blank and the next day get another to be filled out for the following six-month period. I believe that it is a matter of public convenience and necessity for the radio stations to have confidence that their investment is protected as long as they render service."

WCNW, Brooklyn, celebrating its 13th anniversary, opened new studios Feb. 11 at 101 Park Ave., Manhattan. It will continue its Brooklyn studios but all sales and production will be handled from the Park Ave. studios.

Stanley High Claims Ominous Interest By Administration in Power of Radio

THAT American radio is "not-so-free" and that the present Administration is showing an "ominous interest in its political possibilities" is the thesis of an article titled "Not-So-Free Air" in the Feb. 11 *Saturday Evening Post*. Its author is Stanley High, once high in the councils of the New Deal and former NBC director of talks, who reviews various efforts of the Government, notably through the FCC, to impose censorship upon stations and networks.

After reviewing the increasing demands for time from Government agencies and members of Congress Mr. High places on the head of FCC Chairman Frank R. McNinch —whom he called "The New Deal's greatest gift to the FCC . . . takes to the reform of radio like a duck to water"—the onus for much of the Commission's recent censorial activity notably in the *Mae West* and *Beyond the Horizon* "incidents". He cites the threat of six-month license renewals and asserts the industry is in such a constant state of jitters that, despite the apparent prosperity of the industry, station owners "are inclined to be on edge even in the best of times."

The Carter Case

Mr. High reviews the case of Boake Carter and lays his absence from the air directly to Administration persuasion. He cites Tommy Corcoran's alleged influence over the FCC, making the point that Hampson Gary's recent discharge as general counsel was an outgrowth of his upholding Commissioner Payne in citing the WLW renewal for hearing. Corcoran thereupon "moved in" and placed one of his own men, William J. Dempsey, at the head of the law department, according to the High version. He also states that Ben Cohen, his legal associate is reported working on a proposed law to "replace the present seven-man commission with a one-man commission" and says "such a law certainly would provide a painless way of getting rid of Commissioners Payne and Craven — whose heads are wanted by Corcoran."

With respect to Government agencies' use of the radio, Mr. High cites Robert Berger, former radio director for the Democratic National Committee, as the "White House man" on the National Emergency Council who is attempting to unify all the Government's radio activities.

"Since both the number of frequencies and the amount of broadcasting time per day are limited," his article states, "it is clear that there is a point beyond which private radio cannot carry the increasing burden of Government programs. When that point is reached, the Government, presumably, will be obliged to curtail its radio activities or go into broadcasting on its own account.

"There is every indication that the Government's invasion of the air will expand. The programs already on the air are only a small part of the programs under discussion or already in the works. In anticipation of this bigger and better future, the Department of the Interior has constructed complete and up-to-the-minute studios in the penthouse of its new building. Although very little actual broadcasting has been done from them, the setup is perfect, the files of the department are loaded with usable radio material and, when I visited the place, nightly auditions were being held in order to obtain a unit of available radio musicians, actors and actresses."

"All we lack," one of the officials is quoted as saying, "is a station."

New Watch Account

GOLD STANDARD WATCH Co., Newton, Mass., is starting a test campaign the middle of February of two-minute spot announcements weekly on a list of 15 stations which will be increased later in the month. Roberts & Reimers, New York, is placing the account.

Look Presents Article On Censorship of Radio

UNDER the title "Do You Want Radio Censorship?", the Feb. 14 issue of *Look* magazine presents six pages of photos, cartoons and quotations from radio personalities whose style has been cramped by broadcasters or regulators. The Mae West, Mars and similar incidents are cited.

Pictures of Norman Baker, Rev. R. P. Shuler and Dr. J. R. Brinkley are shown under the caption "FCC Kicked These off the Air". Walter Winchell, Boake Carter, Alexander Woollcott, Gen. Smedley Butler and "Adams Bellows, former FCC member", are quoted for remarks about censorship. W. C. Fields, comedian, is quoted as saying that "you can't say a damn thing on the air". The magazine says full Government censorship of radio is desired by 30 Senators and Representatives, most articulate of whom is Senator Herring (D-Iowa).

SEES FCC FLAWS

Rep. Dirksen Traces Trouble To Personnel

"GIVE ME control of the nation's air waves and I care not who makes the laws," remarked Rep. Dirksen (R-Ill.) in addressing the House Feb. 7 in connection with reorganization of the FCC.

Assailing the Administration reorganization as well as the McNinch rule of the FCC, Mr. Dirksen said the trouble at the FCC is not necessarily a great basic weakness in the law as such, but rather in the personnel. Supporting longer licenses for stations, he said millions invested in radio hang "on the hair of a license issued by the FCC", subject to renewal each six months.

Mr. Dirksen also deplored the terms of the existing law which permit the President, in a national emergency of any nature, to commandeer all radio facilities. Declaring this makes for "domination" and control by the Administration, he said he might drop a bill into the hopper to repeal the provision.

WALTER WINCHELL returned to WIOD, Miami, Feb. 5 to originate his Sunday night programs. Winchell had broadcast three programs from WIOD earlier in the season, then returned to New York.

ASCAP Declared Ready To Discuss Radio Fees

BROADCASTERS have nothing to fear in their dealings with ASCAP for a new agreement to supplant the current contract expiring Dec. 31, 1940. The door is open for discussions at any time and the society will be glad to talk things over.

This information was offered by Claude Mills, chairman of the administrative committee of ASCAP on behalf of the organization when he was in Hollywood in late January. But, Mr. Mills declared, there can be no formal negotiations until after Dec. 30, 1940, deadline for return of the 10-year contracts which have been mailed to members. Until such a time as all contracts are in and the board of directors have discussed the matter, no one is privileged to speak for ASCAP, he stated.

Mr. Mills

After making a swing of the Pacific Northwest, where ASCAP is having legislative difficulties, Mr. Mills came to Hollywood on Jan. 28 to confer with L. Wolfe Gilbert and other music leaders. He was guest speaker at a meeting of Songwriters Protective Assn. Jan. 30. during which he gave ASCAP members a report of legislation adversely affecting their interests in several States and summed up the mechanical rights controversy.

Post-Censorship Claimed In FCC Licensing Power

HOW the FCC assumes authority to impose a "post-censorship" on radio programs, by reason of its licensing power, is the subject of an article titled "Radio's Growing Pains" in the February *Nation's Business* by Herbert Corey, noted former war correspondent. Mr. Corey interprets the law prohibiting censorship to mean that the FCC has no right to "prior" censorship but points out how the Commission can—and has attempted to—exercise censorship after the fact.

He states that "Congress apparently intended to place the new organ of mass communication on precisely the same footing which the Constitution and the courts give the press." He contends that editorial judgment can insure proper presentation of all sides of a subject and predicts that "Congress will make an effort this winter to correct post-censorship." His article takes that view that "something is wrong with radio in this country" yet he asserts that "at the same time we have a radio service which for excellence, coverage, entertainment value and factual reporting marks every other radio service in the world suggests the cheeping of a blind mouse in a hedgerow."

Price Extract Drive

PRICE Flavoring Extract Co., Chicago, has started a series of 30-word station breaks on WGN, Chicago, in connection with a periodical advertising in 30 markets and trade journals. Agency is N. W. Ayer & Son, Philadelphia.

XUM

FOR THE RECORD

For the third successive year NBC scores outstanding victory in 3 great nationwide radio polls!

NBC is proud that its programs and personalities have proved so popular. And although space does not permit a complete listing of the awards voted in three great nationwide radio polls, for the record we list a few—and say a sincere "thanks" to all those whose votes have determined the winners! And for the record, too, our hearty congratulations to the artists, their sponsors, and to those who planned and produced their programs. *They* have enabled NBC to present on its networks "the greatest number of the most popular programs."

NATIONAL BROADCASTING COMPANY

A Service of the Radio Corporation of America

NEW YORK WORLD-TELEGRAM

Radio editors of United States and Canada

Division Winners	8 out of 14—NBC!
Programs	First 6—NBC! 11 out of First 15—NBC!
Comedians	First 4—NBC! 8 out of First 12—NBC!
Male Vocalists (Popular Music)	First 2—NBC! 9 out of 11—NBC!
Vocalists (Classical Music)	First 3—NBC! 6 out of First 7—NBC!

FAME-MOTION PICTURE DAILY

400 leading radio editors, coast-to-coast

"Radio Champions of 1938"	4 out of 5—NBC!
Best Popular Male Vocalist	First 4—NBC! 4 out of First 5—NBC!
Best Classical Male Vocalist	First 3—NBC! 3 out of First 5—NBC!
Best Comedian	First 3—NBC! 4 out of First 5—NBC!
Best Comedy Program	5 out of First 5—NBC!
Radio's Foremost Announcer	5 out of First 5—NBC!

RADIO DAILY

Editors and critics, coast-to-coast

Program popularity	First 5 Programs—NBC! 8 out of First 10—NBC!
Personality popularity	First 5 Personalities—NBC! 7 out of First 10—NBC!

Film Colony Scouting Radio for Leads

Writing, Producing and Acting Material Now Being Watched

By DAVID GLICKMAN

THAT radio is rapidly becoming recognized by motion picture production units as a virile source of supply for writing, acting and producing material is proved in the growing practice of Hollywood film companies making practically continuous check on local and network releases as potential entertainment leads and features for filming.

Selznick International Productions is giving radio undivided attention in this respect. Its story division, headed by Val Lewton, has installed radios throughout and scouts all programs for material. This practice is also being followed by other major Hollywood film studios. Selznick recently obtained transcriptions of several outstanding programs, among them the CBS Workshop's *Fall of The City*, produced by Irving Reis, now with Paramount as writer-producer, and *Air Raid*, produced by William Robson. Both were written by Archibald MacLeish. Selznick also plans to film Orson Welles' recent radio production of *Rebecca*.

Promising Dramas

Several dramatic sketches featuring film actors on the CBS *Texaco Star Theater* program, sponsored by Texas Co., have been attracting attention of film studios. Patterson McNutt's radio script, *Happy Journey*, broadcast only in the series by John Barrymore and Lurene Tuttle, has been bought for $10,000 by Paramount Pictures Corp. Bill Bacher, producer of *Texaco Star Theater*, whose skit, *Each Wish of My Heart*, founded on an incident in the life of Tom Moore, Irish poet, and played Dec. 28 by Mary Astor and True Boardman, on the weekly program, has been optioned by Mervyn LeRoy, M-G-M producer. RKO Radio Pictures Inc. is looking over a recent sketch, *The Last Frontier*, an Alaskan story played by John Barrymore. Universal Studios is doing the same with a more recent playlet, *One and One Make Three*, as a possible vehicle for Edgar Bergen and Charlie McCarthy.

The copyrighted title, *I Want A Divorce*, of the CBS Pacific network program sponsored by Sussman, Wormser & Co. (S & W food products), has been sold to Paramount for a feature screen drama. George Arthur will produce the filmization. Screen rights to *Calling All Cars*, a crime-doesn't-pay series sponsored by Rio Grande Oil Corp. on CBS Pacific network, have been sold to an independent Hollywood film producer.

Several skits used on the CBS *Big Town* series featuring Edward G. Robinson and sponsored by Lever Bros. (Rinso) have been taken up by the film market. The NBC-Pacific Blue network sustaining series, *Parents on Trial*, has been taken by Paramount Pictures for filming. *Candid Lady*, formerly sponsored by Pepsodent Co. on the NBC-Pacific Red network has also been taken under option by a film company.

Indicative of the supplementary use of radio in the motion picture arena is the growing recognition given to it by the three fields specified, and it is the expressed conviction of David O. Selznick that the time is rapidly approaching when radio will engender an entirely new dramatic technique in production of films. He also expressed the opinion that radio has already sufficient innovational scope to warrant as close inspection as that given the novel, legitimate stage and short story by picture producers. This pertains not only to writing, but also dramatic and production ability, it was explained.

Serials Come Back

With revival of serials in the films and tremendous box-office business being recorded by such cinematic episodes as *Judge Hardy* and the *Jones Family*, the film marts are looking more intensively than ever for similar script material, and from all indications will turn to radio for the answer. Radio serials in cinema form would have a ready-made audience, matching and surpassing that of best selling novel and popular plays purchased for screen adaptation, according to Hollywood producers.

With Parent-Teacher Associations and other similar censor groups throughout the country protesting type of films now being placed on the market, many of the clean and constructive network serials and local programs for both adults and juveniles would overcome objections from all sources. At the same time they would prove exceptional box-office attractions for motion picture exhibitors. Wise Hollywood cinema leaders are coming to the viewpoint that joint or complementary cooperation between themselves and radio is conducive to fostering the interests of both industries. As a consequence the suspicion and tension that appeared early in 1938 between them has been largely dissipated.

Zanuck Fails to Get Screen Support In Taking Tyrone Power Off Radio

IF THE barring of Tyrone Power, film actor, from broadcasting means that 20th Century-Fox Film Corp. wants to start a war with radio, it appears that firm will have to do most of the fighting—at least for the time being. Little or no support is forthcoming elsewhere in Hollywood to back the opinion of Darryl F. Zanuck, vice-president in charge of production, that radio hurts film talent as well as box-office attendance. Several admit they consider their contract talent's value definitely increased by radio appearances.

Zanuck, in early February, announced withdrawal of Power from the weekly NBC *Hollywood Playhouse* series, sponsored by John H. Woodbury Co., following the Feb. 5 broadcast and that the film actor would make no future radio appearances. He said he was taking cognizance of many protests from exhibitors. In Hollywood it is said Power quit the program in an argument over commercial announcements. Zanuck contended that stellar film talent as well as exhibitors suffer "because it is so hard to get adequate material for these programs, especially when they must present something new each week".

Power was succeeded Feb. 12 by Charles Boyer, who relieved him on the program for three months in 1938.

* * *

Seek to Avoid Friction

To promote cooperation between the motion picture and broadcasting industries and to eliminate causes of friction were the chief reasons for the recent Hollywood visit of Niles Trammell, NBC executive vice-president, Lenox R. Lohr, network president, told a press conference Feb. 2. Trip, during which Trammell conferred with the heads of the major movie studios, came as a sequel to a discussion between **Maj. Lohr and** Will D. Hays, president of the Motion Picture Producers & Distributors of America.

At this conference, which occurred several months ago, Maj. Lohr said that Mr. Hays raised a number of occurrences that had caused uneasiness among picture producers, one being a broadcast of Irene Rich for Welch Grape Juice in which the movies were satirized and their producers pictured as ignorant and inefficient.

While it was all done in a vein of pure comedy, kidding the picture business no more strongly than countless stories, plays and even movies themselves have done, nevertheless it had created considerable resentment in Hollywood, Maj. Lohr said, and steps will be taken to prevent its happening again.

Gulf-Spray Plans

GULF REFINING Co., Pittsburgh (Gulf-Spray insecticide), is planning to start a radio campaign in May using, on a large list of stations, recordings which will feature Jack Berch and his *Gulf-Spray Boys*. Young & Rubicam, New York, handles the account.

June Forsakes

PRETTY June Travis, film star who has appeared as occasional guest star on radio programs, early in February signed with NBC Artists Service to be heard in dramatic productions of NBC in Chicago. A native of Chicago and daughter of Harry Grabiner, vice-president of the Chicago White Sox, she is forsaking the movies in favor of radio because she believes that "radio, by requiring greater versatility than the motion picture, will eventually give her a more rounded dramatic career."

TELEVISION'S first woman director is Miss Thelma A. Prescott, recently with the Paris staff of the *New York Herald-Tribune*, appointed by NBC to represent feminine interest in the new art and to produce fashion and other shows appealing primarily to women.

Hollywood Talent Lists Pruned by Agencies in Scanning Stars' Records

A DRASTIC tightening of "moral" surveillance over the off-stage as well as on-screen activity of film talent employed in radio both regularly and as guest artists, is going on under cover in Hollywood advertising agency offices. Heavy scissoring of "available for radio" Hollywood talent lists is expected, with many names being dropped following examination of their records.

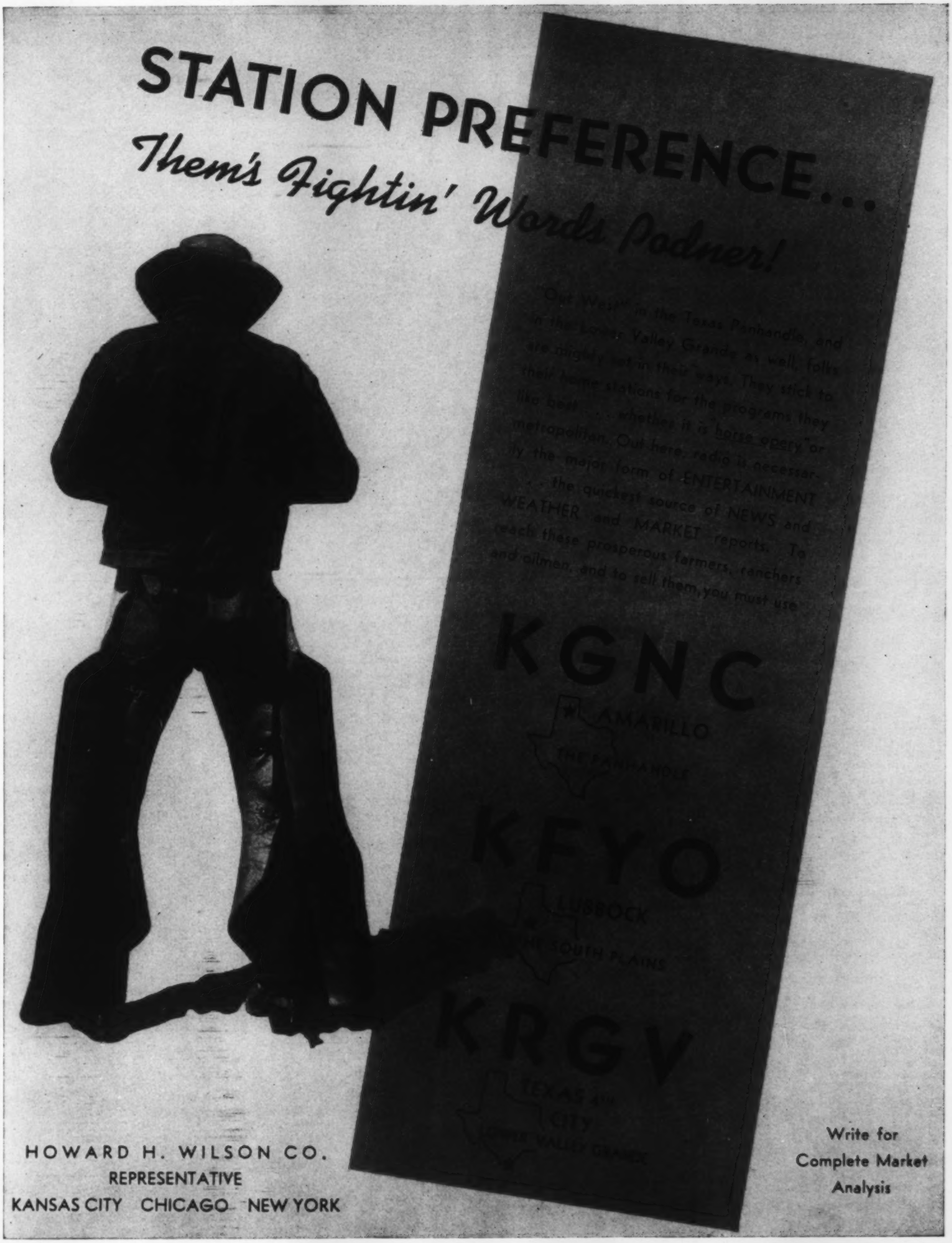
Move by agencies is at the instance of program sponsors who have no desire to risk their business success with politics, religion, national or international strife. It was pointed out by Hollywood agency executives that radio has always been peculiarly prone to maintain a neutral stand, both because of its Government supervision and its commercial advertising structure.

Growing inclination of picture producers to interest themselves, their talent and product in the political scene is being eyed askance by advertisers using radio time. Additionally the involvement of stellar talent in court cases which lay them open to "blue law" censure has put several sponsors on tenterhooks, fearful that such spotlighting may react unfavorably to their network shows and sale.

Recent setting of a film-radio star in a motion picture dealing with Nazism is understood to have caused a major crisis between an agency and sponsor backing one network series originating from Hollywood. In future bookings, it is indicated, Hollywood agencies will be guided strongly by the neutral conduct of prospective talent, regardless of how important the name.

General Baking on 10

GENERAL BAKING Co., Washington (Bond bread), on Feb. 13 starts sponsorship of *The Lone Ranger*, MBS locally sponsored series, on WAAB WHB WTHT WLLH WABY WHKC WEAN WTAG WMAS and KTOK for 52 weeks. Program is heard on these stations thrice weekly during different half-hour periods from 6:30 to 8 p. m. BBDO, New York, handles the account.



STATION PREFERENCE...

Them's Fightin' Words Podner!

"Out West" in the Texas Panhandle, and in the Lower Valley Grande as well, folks are mighty set in their ways. They stick to their home stations for the programs they like best . . . whether it is "horse opery" or metropolitan. Out here, radio is necessarily the major form of ENTERTAINMENT . . . the quickest source of NEWS and WEATHER and MARKET reports. To reach these prosperous farmers, ranchers and oilmen, and to sell them, you must use

KGNC

AMARILLO

THE PANHANDLE

KFYO

LUBBOCK

THE SOUTH PLAINS

KRGV

TEXAS 4th CITY

LOWER VALLEY GRANDE

HOWARD H. WILSON CO.
REPRESENTATIVE
KANSAS CITY CHICAGO NEW YORK

Write for
Complete Market
Analysis

McNinch Opposes Public Ownership

Does Not Take Stand Against International Station

A DECLARATION against Government ownership or operation of broadcast stations, except possibly in the international field, has been made by Chairman Frank R. McNinch of the FCC, though it has not been widely publicized.

After addressing the Carolina Political Union at Chapel Hill, N. C., late last month [BROADCASTING, Feb. 1], Mr. McNinch's statement came during a cross-fire of questions from his student audience. He was asked if the difficulties of presenting all sides of a controversial issue could not be solved by a Federal broadcasting station.

"I think such a station would multiply the problems instead of solving them," he responded extemporaneously. "And if there is a Federal radio station it should be limited to international broadcasts exclusively."

Political Policy

Mr. McNinch is chairman of the Federal committee named by the President last year to study the entire international broadcasting situation. The committee has not yet made public its recommendations. Chairman McNinch's oral statement before the Political Union, made Jan. 27, would indicate therefore that the committee may be considering recommending an international broadcast station under Government auspices, ostensibly to combat propaganda broadcasts directed by dictator nations toward Latin America.

In his response to questions following his prepared address, in which he firmly opposed any form of Federal censorship of programs, Mr. McNinch also expressed himself in favor of Federal regulations which would require broadcasters to give the same length and same desirability of time to both sides of all controversial questions, if either side is heard. This would mean, in effect, broadening of the present "political section" of the law to apply to all controversial questions, whether or not candidates for public office are the participants.

Asked whether radio should be allowed an "editorial policy" similar to newspapers, Mr. McNinch declared this was a question for Congress and one "which I think Congress will consider shortly". His personal view, he declared, was that if stations do editorial work "full opportunity should be given for expression of the other side."

Canadian Wave Changes

CFQC, Saskatoon, Sask., will move to a new frequency of 600 kc. about Feb. 15. The station has suffered bad interference on 840 kc. from a Mexican station. The CBC also reports that CBM, Montreal, will change on Feb. 26 to 960 kc. from its present 1050 kc. and CBY, Toronto, will go to 1420 kc. from 960 kc. CJGX, Yorkton, Sask., on Feb. 1 increased its power from 100 to 1,000 watts and shifted from 1390 to 1430 kc. CKOV, Kelowna, B. C., has increased its power from 100 to 1,000 watts.

FIRE COVERAGE
Tragedy in Syracuse Finds WFBL on the Job

WFBL, Syracuse, originated five on-the-spot broadcasts, using the WFBL mobile transmitter, WGBE, during the recent 4½-hour fire in the local Collins Bldg., which killed eight firemen trapped when the building collapsed.

Beginning with a 9 a. m. broadcast, the special events crew originated five spot shows and transcribed another description which was not broadcast. First on the spot for WFBL was Bob Kenefick Jr., who wrote news stories heard at 7:30 and 8 a. m. on *Socony News Flashes*. Within a half-hour the entire special events staff was in action with Bud Squires, news editor, Kenefick, Neal Moylan, Jim Deline, Harry Martin and Mark Chacona.

Among on-the-spot broadcasts on WFBL were talks by Chief of Police William Rapp, Fire Chief Edward Gieselman, T. Elmer Bogardus, secretary to the mayor, Bertram Davis, acting mayor, William Coyne, WPA representative, firemen working at the blaze, and human interest interviews. Throughout the fire WFBL stood ready to break into the program schedule with news flashes on the fire. Engineers active on the broadcasts included Chief Engineer Al Marcy, Chief Operator Walter Stonger, Donald Langham and Chuck Marcy.

ON THE JOB nearly three days and nights without a break, WSYR, Syracuse, set up temporary "studios" in a restaurant across the street from the burning Collins Block in downtown Syracuse from where were remoted 37 descriptions of the big fire, during which eight firemen were killed. Carrying a total of 91 studio and remote programs on the fire, WSYR stayed on the air 44 consecutive hours—from 6 a. m. Feb. 3 to 2:04 a. m. Feb. 5—then took a 4-hour rest and went back at it again. Pictured here in the "studio" are (extreme left) Bernard J. Winn, local advertising man and radio m. c. who aided WSYR in coverage; Arnold Schoen, (holding mike) announcer and director of public relations, and Al Burgess, engineer (with earphones).

White King Using 45

WHITE KING SOAP Co., Los Angeles (soap), through Raymond R. Morgan Co., Hollywood, in early January started using from three to five weekly spot announcements and participation in home economic programs on 45 stations located west of the Mississippi. Campaign is for 13 weeks.

Network Sales for January Show Gain Of 1.1% Over Figure of Previous Year

FOLLOWING the same general trend of the past several months, network time sales for the first month of 1939 combined to total slightly ahead of those for the same month last year, while individually Mutual showed the largest percentage gain, NBC a smaller gain from a percentage rating but still nicely ahead of the previous year and CBS a decrease that just about offsets NBC's increase. Specifically, combined gross time sales of the major networks for January, 1939, totaled $7,023,025, a gain of 1.1% from the January, 1938, total of $6,943,355.

NBC's combined networks showed 6.3% higher billings this January than that of last year, $4,033,900 compared to $3,793,516. Of this January's figure, $3,035,511 went to the Red and $998,389 to the Blue, but it is impossible to compare these with a year ago as NBC began reporting divided billings only last October, previously combining both Red and Blue billings into a single figure.

CBS reported gross time sales of $2,674,057 for January, down 7.1% from the January, 1938, figure of $2,879,945, the tenth consecutive month that CBS gross billings have fallen below those of the same month of the previous year. Mutual showed $315,078 for the first month of 1939, up 16.7% from the $269,894 billed in January 1938.

Gross Monthly Time Sales

	1939	*% Gain over 1938*	*1938*
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
CBS			
Jan.	2,674,057	—7.1	2,879,945
MBS			
Jan.	315,078	16.7	269,894

Better Late

THE all-time record for delayed reaction was revealed at WTIC, Hartford, a few weeks ago when a listener in Pennsylvania wrote the station for a copy of a talk on "Straight and Crooked Thinking" aired by Prof. Harry T. Costello of Trinity College. The listener said he had heard the talk "some time ago". He was right. It was aired over WTIC one October afternoon in 1926! P. S.: The copy was found and mailed.

Colorado Transfer

ASSIGNMENT of the license of KIDW, Lamar, Colo., 100-watt part-time station on 1420 kc., to the Lamar Broadcasting Co. was authorized Jan. 30 by the FCC. Southwest Broadcasting Co., headed by Leonard E. Wilson, thereby surrenders its lease on the station but continues the operation of KGIW, Alamosa, and KOKO, La Junta. Owners of KIDW, who now resume operation of the station, are W. G. Brown, Lamar lumber man, 85 shares; M. R. Sundy, Ford dealer, 65 shares; A. C. Gordon, attorney, 10 shares.

Fitzpatrick Tells Of Radio's Power

Medical Sponsors Draw Ire at Appropriation Hearing

IF YOU take the word of Rep. James M. Fitzpatrick (D-N.Y.), radio advertising is more effective than newspaper display, though he doesn't intend to be complimentary.

During the secret hearings before the House Subcommittee on Independent Offices appropriations for the 1940 fiscal year, transcript of which was released Feb. 6 coincident with the introduction of the measure, Mr. Fitzpatrick commented that many radio commercials advertising remedies claim "immediate relief from all sorts of ailments."

"People who hear the representations," he said, "naturally go out and purchase them. More people respond to that sort of advertising than to newspaper advertising."

Might Be Dangerous

The subcommittee was advised by FTC witnesses how advertising continuities are surveyed. Commissioner Ferguson of the Federal Trade Commission said "we have stopped hundreds of them". James A. Horton, chief examiner, revealed that in order to assure the proper handling of such cases, there has been detailed to the FTC a medical officer from the U. S. Public Health Service, who is acting as advisor and consultant to the Commission.

"I think radio advertising is the most dangerous form of advertising in this country," Mr. Fitzpatrick stated. "They tell them what might happen if they do not take them, and the people spend a great deal of money in the purchase of worthless drugs. That goes on night after night."

Mr. Horton told of one case handled early in December advertising a cure for rheumatism and arthritis. This product, he said, also contains an allegedly dangerous drug and in those cases where the product does contain a drug which may be dangerous to the consumer, the Commission endeavors to take prompt action.

During another part of the hearings, an FTC spokesman said that several million advertisements are broadcast every year. "We just scratch the surface as best we can," said Commissioner Ewin L. Davis.

State Bill May Die

A BILL introduced in the Nebraska Legislature by State Senator Sam Klaver, which would bar Nebraska insurance companies from operating stations, is expected to die in committee, according to informed observers in that state. The bill would bar all Nebraska insurance companies from using policyholders' funds to finance broadcast stations in competition with other advertising media. Mr. Klaver was an applicant for a 100-watt station in Omaha, which was denied several months ago by the FCC. WOW, operated by Woodmen of the World Life Insurance Society, had opposed the application on economic grounds. It is the only station in the state owned by an insurance company and the Klaver bill was obviously directed against that station.

ABOVE: A beautiful pool, teeming with goldfish, adds to the beauty of WKY's transmitter site. **CENTER:** View of the broad, sweeping lawn. **BELOW:** The transmitter site comprises 25 acres, completely and effectively landscaped.

WHOSE ESTATE IS THAT?

• Visitors are enraptured by the beauty of WKY's twenty-five acre, estate-like transmitter grounds. They marvel at the rose garden, thrill at the lily pool, mirate at the close-cropped velvet lawn that make WKY's the outstanding transmitter site of the Southwest.

The flowers, the goldfish and the well cared-for grassplot add nothing to WKY's revenue. They are demanded by neither listener nor advertiser. But they stand as concrete evidence of the pride of WKY in everything it sets out to do.

WKY gives equally considerate attention to the manner in which it conscientiously serves and enthusiastically entertains its listening audience. It keeps itself in the eyes and ears of Oklahoma because of its ability to air the kinds of shows Oklahomans respond to. It has achieved in its eleven years under Oklahoma Publishing Company management a unity of men, methods and machinery that has made it the most tuned-to, most listened-to and most responded-to radio station in Oklahoma.

WKY *Oklahoma City*

NBC AFFILIATE • 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY ● THE DAILY OKLAHOMAN ● OKLAHOMA CITY TIMES ● FARMER-STOCKMAN

KVOR, COLORADO SPRINGS ● KLZ, DENVER (Affiliated Management) ● REPRESENTED BY THE KATZ AGENCY, INC.

Good Sustaining and Sponsored

KXOK

GOOD SUSTAINING PROGRAMS

Here Are a Representative Few:

"COZY CORNER"
Poetry and Philosophy

"9 NEWSCASTS A DAY"
Complete National and Local News Coverage

"PICKING THE AIR POCKETS"
News of Today's Programs, Interviews With Prominent and Interesting People

"THE TWO THREES"
The Swing Trio and Three on a Song

"AMONG MY SOUVENIRS"
Music From Days Gone By

"TWO SHADES OF BLUE"
Organ and Piano Arrangements in the Modern Mood

GOOD SPONSORED PROGRAMS

Here Are Several Typical Examples:

"THE GOODWILL HOUR" (MBS)
Sponsored by **IRONIZED YEAST**

"LITTLE ORPHAN ANNIE"
Sponsored by **WANDER CO. (OVALTINE)**

"THE DUDE RANCHERS"
Sponsored by
CONSOLIDATED DRUG TRADE PRODUCTS

"SNOW WHITE'S MUSICAL PHONE PARTY"
Sponsored by **MANEWAL BREAD & BAKING CO.**

"HIGHLIGHTS & HEADLINES"
Sponsored by **CENTRAL BREWERIES, INC.**

d Programs = Good Listener Response

has all 3

THAT KXOK has an ample share of Good Sustaining Programs . . . Good Sponsored Programs and Good Listener Response is being told more forcibly every day. Sponsors' unanimous praise clearly indicates that KXOK BRINGS BUSINESS.

Here are a few comments from Satisfied Sponsors: "The best November and December in the 11 years we've been in business." ". . . getting business from a trade territory never before touched. Amazing results . . . have used radio four years." "Delighted with results . . . absolutely swamped with application cards directly attributed to our radio program. 21,368 "busy signals" for the first eight weeks of our Monday thru Friday, all request musical show." "More than two thousands calls . . . response to one 50-word announcement. More than a thousand pieces of mail . . . from another 30-word announcement."

Such comments as these show that sales-minded executives have found a power that will convert listeners in the Rich,Greater St. Louis Market into buyers . . . IT'S KXOK.

OWNED AND OPERATED BY

KXOK **THE ST. LOUIS STAR-TIMES**

ST. LOUIS, MISSOURI

1000 WATTS—FULL TIME

AFFILIATED WITH KFRU, COLUMBIA, MO.
1000 WATTS DAY 500 WATTS NIGHT

Nationally Represented by

WEED & COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO

XUM

ICE provided the setting for KSTP, St. Paul, and WCCO, Minneapolis, during the annual St. Paul Winter Carnival, held Jan. 28. KSTP carried 27 programs from the Carnival. Working at the ice-block palace (top photo) are (l to r) Brooks Henderson and George Putnam, announcers and Tom Tyman, engineer. At bottom Edmund Abbott, WCCO announcer, interviews Gov. Harold E. Stassen, of Minnesota.

WNEW, WEMP GIVEN INCREASE IN POWER

WNEW, New York, on Feb. 6 was authorized by the FCC to increase its daytime power to 5,000 watts, continuing operation with 1,000 watts at night. At present it operates with 2,500 watts day and 1,000 night on 1250 kc. The effective date of the grant was Feb. 13, when it started using the power. Feb. 13 was also the station's fifth anniversary.

On the same day the FCC authorized WEMP, Milwaukee, to increase its daytime power from 100 to 250 watts, continuing with 100 at night. Effective date was also Feb. 13.

The Commission denied the application of KLS, Oakland, for an increase from 250 to 500 watts on 580 kc. holding this would cause interference with KFBB, Great Falls, Mont. It also denied an application of KMED, Medford, Ore., for an increase from 250 to 1,000 watts on 1410 kc., stating this would cause objectionable interference to other stations on that channel.

Rival Starts on Two

RIVAL PACKING Co., Chicago (Rival dog food), on March 6 starts *Courthouse Reporter*, 15-minute five weekly show on WJJD, Chicago. Program features Jack Drees in interviews outside the courthouse with traffic violators who are on their way to the local safety court. On Feb. 7, Rival started two weekly quarter-hour music programs on WOR. Charles Silver Co., Chicago, is agency.

A WOLF AT THE CKSO DOOR

Is Admitted for Broadcast but Terror Reigns When Animal Steps Out of Character

IMPROMPTU fracas between a "tame" wolf, and his trainer, Joe Laflamme, was broadcast by CKSO, Sudbury, Ont., recently when Wolf, leader of a 10-wolf sled team, was brought to the studio for some picture-taking, rebelled at confinement and started a 25-minute battle with his trainer.

Laflamme, a well-known French-Canadian wolf-trainer, after being interviewed on CKSO a short time previously, had been induced to bring Wolf to the studio for some pictures that were to be used on a station brochure. Unmuzzled, Wolf was led through Sudbury streets to the studio building. When his temper shortly became aroused at the throng of people watching him, Trainer Laflamme decided to muzzle the beast, succeeding only after a free-for-all after Wolf had broken loose from his lead chain.

Unmuzzled for the sake of a better picture and led into the studio, Wolf suddenly snarled and bared his fangs as the photographer went to work. Breaking away once more, he raced through the studio, driving station personnel and photographer to safety behind closed doors, and with Trainer Laflamme hot on his heels. In the midst of the rough-and-tumble scuffle, with Wolf retreating to a corner and resisting all efforts at reconciliation, CKSO cut into its schedule with a broadcast of the whole affair. After 25 minutes Laflamme managed to distract the animal's attention by waving the muzzle before his eyes, get behind him and catch Wolf with a combination scissors-hold and headlock and then slip on the muzzle. And only a few minutes later Wolf was sitting docilely on a table, unmuzzled once more although a CKSO announcer was standing close to his side, and posing for his portrait—a perfect picture of calm!

New Offices and Studios In Toronto and Montreal Will Be Erected by CBC

CENTRAL studios and offices to house the scattered quarters now occupied by the Canadian Broadcasting Corp. in Montreal and Toronto, are to be built this year at a cost of $800,000 each, it was learned on unofficial authority. According to CBC officials, speaking unofficially, meetings are being held to determine the details of building these two broadcasting centers, which will contain in addition to a number of small studios, one large auditorium studio, offices for the entire CBC Toronto and Montreal staffs, for the commercial departments, and in Montreal also for the engineering department.

The buildings will be erected under supervision of Dr. Augustine Frigon, CBC assistant general manager. Plans are being drawn by Marani, Lawson & Morris, Toronto architects, and Charles David, Montreal architect. Sites have not yet been announced.

Loft Switches on WOR

LOFT Inc., Long Island City, New York (candy), has replaced its program *A Tune & A Tale* on WOR, Newark, with two new programs on the same station featuring Irene Kuhn, newspaper woman and author, and John Chapman, columnist for the *New York Daily News*. Both programs consist of interviews with celebrities in addition to latest news and anecdotes about well-known figures in theatre, journalism, art and travel, Miss Kuhn conducting her program Friday mornings, and Mr. Chapman on Tuesday evenings. White-Lowell, New York, is agency.

20 for Breitenbach

M. J. BREITENBACH Co., New York (Pepto-Mangan), since Jan. 10 has been sponsoring a campaign of two to six spot announcements weekly on 20 stations throughout New England, New York, Ohio, Michigan and Maryland. Morse International, New York, is agency.

CBC Reinstates Priest

FATHER LANPHIER, Toronto radio priest, who was suspended indefinitely by the CBC because of an election broadcast within 48 hours of the Toronto civic elections Jan. 2 [BROADCASTING, Jan. 15], will be allowed to continue his Sunday religious broadcasts, CBC has ruled. The suspension was lifted on the understanding that CBC rules and regulations will not be infringed. This was Father Lanphier's second suspension from the air.

Independents in Quebec Form Trade Association

THE Association of Independent Stations of the Province of Quebec was formed at Montreal immediately after the closing of the CAB convention Jan. 27, with CKAC, CHLP and CFCF, Montreal; CHRC and CKCV, Quebec City; CKCH, Hull; CJBR, Rimouski; CHNC, New Carlisle; CHLT, Sherbrooke; CHLN, Three Rivers; CKRN, Rouyn, as members. The association plans to give a series of 12 quarter-hour talks on what the private broadcasting stations are doing, and will cooperate with religious bodies, service clubs, and others for public service broadcasts. It was formed to meet the special problems of Quebec Province, where French is mainly spoken. Its members will continue to belong to the Canadian Assn., of Broadcasters, the new association to handle only provincial broadcasting problems. The new organization will have its own representatives and counsel at the March 20 meeting of the private broadcasters and the board of governors of the CBC. Phil Lalonde, CKAC, Montreal, was elected president; Narcisse Thivierge, CHRC, Quebec, vice-president; Alex Dupont, CKCH, Hull, and Marcel Lefebvre, CHLP, Montreal, directors.

Book Mart's Program

AMERICAN BOOK MART, Chicago, has started *Henry's Exchange* on WLS, that city, quarter-hour thrice-weekly live series featuring a male household hinter. E. H. Brown, Chicago, is agency.

Walker and Joyce Named RCA V-P's

Other Promotions Announced In Shift of Personnel

ELECTION of Frank B. Walker, as vice-president in charge of all record activities, and of Thomas F. Joyce, as vice-president and advertising director, of RCA Mfg. Co., Camden, was announced Feb. 7 by George K. Throckmorton, president of RCA Mfg. Co., along with several other promotions and assignments.

Jay D. Cook was made manager of the International Division, supervising all the company's activities in the export field; David J. Finn, formerly assistant advertising manager, was made advertising and sales promotion manager; Edward W. Butler, was appointed manager of the Radio and Victrola Division; and Paul C. Richardson, formerly manager of the Radio Division, was named head of a new educational sales division.

Mr. Joyce

Mr. Walker

A Vice-President at 34

At 34, Mr. Joyce is the youngest vice-president in the company. In 1922 he went to work with General Electric Co. calibrating electric meters. Two years later he became a clerk in the GE advertising department and four years following that graduated with honors from New York University. In 1934 he was made head of the consolidated department handling advertising and sales promotion activities for all RCA Mfg. Co. products in both foreign and domestic fields.

Mr. Walker has been in the record business since 1919. In 1924 he became general manager and director of the old Columbia Phonograph Co. and joined RCA Victor in 1933 to organize its electrical transcription business which has developed rapidly under his direction. He is president of Central Concerts Corp. and has personally managed many concert and opera stars.

Mr. Finn, new advertising and sales promotion manager, is a native of Natick, Mass., and was educated at Arkansas and Texas. He formerly was with Edison Lamp Works and with the formation of RCA Radiotron Co. he was named sales promotion chief in Chicago. In 1934 he became assistant to Mr. Joyce, whom he now succeeds.

Miles Pacific on 35

DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer), a consistent user of radio time, in a seven-day "patronize your neighborhood druggist" campaign which started Feb. 12, is using from two to four spot announcements daily on 35 California stations. Associated Adv. Agency, Los Angeles, has the account.

BURLINGTON TRAILWAYS
LAKE ● DENVER - OMAHA - KANSAS CIT
WOW GOOD WILL TOUR

WOW's staff of entertainers as they arrived in Atlantic

ATLANTIC LISTENERS PREFER WOW

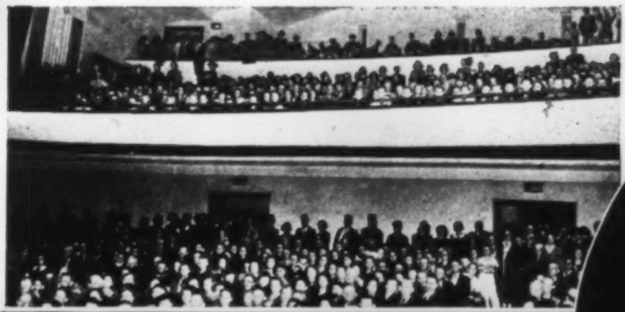
★ WOW staff members, 40 of us, recently entertained our friends and neighbors in Atlantic, Iowa. We found the auditorium jam-packed with WOW fans—listeners who name WOW first on the dial, day or night.

Mayor Joe Burnea welcomed us. Merchants displayed placards advertising the WOW GOOD WILL FOLLIES. The News-Telegraph, alert local newspaper, gave us columns of publicity.

The obvious deduction: residents of Atlantic, Iowa, in the heart of a rich "plus" market, prefer WOW programs.

Below—The S.R.O. sign was out early in Atlantic's big auditorium.

Below at right—WOW's Lyle DeMoss interviews Mayor Joe Burnea, veteran of 16 terms over a period of 40 years.



WOW ★ OMAHA

590 KC • • John Gillin, Jr., Mgr. • John Blair Co., Representatives • Owned and Operated by the Woodmen of the World Life Insurance Society • On the N.B.C. Red Network.

Censorship Seen In Bay State Bill

Holman Calls Legislation an Economic Gag on Radio

A MASSACHUSETTS bill (HB-117) introduced in the Legislature by Rep. Bowker would amount to an economic gag of broadcasters and require transcribing of programs at prohibitive cost, John A. Holman, manager of WBZ-WBZA, Boston-Springfield, and chairman of the Massachusetts Broadcasters Committee told a legislative committee Feb. 2.

The bill provides that whoever broadcasts a statement by radio which if published in writing would be a libel, shall be deemed to have made and published a libel; that the owner or operator of a station is responsible for libelous statements made over the air by its employes; truth of allegations broadcast shall constitute a defense; every station must secure a manuscript in advance of every statement in the nature of a comment on or discussion of public affairs or public officers or a political campaign speech, or a political statement; or if not, then obtain electrical or stenographic transcription.

Covered by Present Laws

The libel publishing portion of the bill already is covered by existing State law, Mr. Holman said, as are the provisions governing responsibility for action of employes and the truth-defense clause. In lieu of the truth-defense clause he suggested language in the Celler measure (HRES-2981) in the U. S. House of Representatives.

Cost of transcribing on discs the WBZ weekly schedule would be about $25,000 a year, Mr. Holman said. If the station could not afford to transcribe its schedule, the bill might prevent it from carrying many public service broadcasts, including speeches by the President.

In the absence of transcription service, he continued, Boston stations in a typical week might have been forced to deny their audiences such programs as the *Chicago Roundtable*; Father Coughlin; Senators Pittman and Taft on defense; Prime Minister Chamberlin; Catholic Hour; Governor Saltonstall speaking for charity.

As exhibits Mr. Holman introduced an opinion rendered last year on a similar Massachusetts bill in which Paul D. P. Spearman, Washington attorney, stated that States lack authority to enact or enforce such legislation. He also submitted copies of an opinion by the U. S. District Court holding that the State of New Jersey could not regulate NBC.

Rep. Bowker said the State laws have not been adjusted to the rapid growth of radio and that "while neither I nor the public want radio censorship, we must give persons deliberately libeled over the air the same protection accorded to those libeled in newspapers."

EDITORS of *Time* magazine have just announced completion of an eight-year tabulation of the more than 2,800 news stories which have been dramatized by *The March of Time* program since it was first presented in early 1931 as a newly invented technique of radio news reporting. The program entered its ninth year Feb. 3 on 32 NBC-Blue stations.

WSPD
NBC
SPD

SPACE was taken in the annual Sportsmen's Show held in Toledo Jan. 28-Feb. 5 by WSPD, which erected a rustic booth with an outdoor motif. Remote broadcasts were staged from the booth each afternoon and evening. The display included types of transmitter tubes, staff photos and sound effects gadgets which visitors could operate. The mobile trailer stood beside the booth.

SNOWED-IN CHICAGO IS AIDED BY RADIO

BLIZZARD-bound Chicagoans on Jan. 30 soon realized the public service value of radio, for city traffic was at a standstill when they awoke that morning to find a terrific blizzard raging outside their windows. Without exception, Chicago stations were quick to contact local authorities and broadcast up-to-the-minute information about traffic, schools and transportation facilities. Although no station was forced off the air by the mile-a-minute wind of the blizzard, many a Chicago radio actor failed to show up for forenoon script shows.

Transmitter engineers were snowed in and those at the WGN transmitter were marooned for 24 hours. WENR Engineers A. R. Johnson and H. R. Rawson made arrangements to stop the Golden State Limited in an open field near the new WENR-WLS transmitter to relieve their co-workers marooned there. At WBBM, Frank Falknor, CBS chief engineer, manned the control room when operators failed to show up for work. Ted Swanson, engineer of WCFL, injured his hip in a fall during the storm and was away from work for several days. Many local and network shows were ad libbed when actors were unable to get to their studios.

At NBC, Art Van Harvey, Vic of *Vic & Sade*, missed his first broadcast in six and a half years; Bernardine Flynn, Sade of the same show, was drafted to play the role of Mrs. Drake in *Betty & Bob* when Edith Davis failed to show up in time for the show, and Announcer Bob Brown took over the m.c. duties of Don McNeill on the opening eight minutes of the *NBC Breakfast Club* when Don missed his early morning opening for the first time since 1933. Gene & Glenn did their usual 7:15 a. m. show and substituted for Happy Jack Turner who was snowbound. At CBS, actors on Colgate's *Stepmother* show were late and Les Weinrott, producer of the show, ad libbed a quarter-hour show about blizzards.

E. I. Du PONT de NEMOURS & Co., Wilmington, Del., on Feb. 22 will start a seven-week test campaign of two spot announcements weekly for Cel-O-Glass, a new structural material for chicken houses, on 25 stations located in major farm markets throughout the country. BBDO, New York, is the agency.

Ticket: Can of Food

AN HOUR'S barn dance on Saturday nights, with a can of food the sole admission price and presented from one of the few radio playhouses in the state is a feature of WBRK, Pittsfield, Mass. The hillbilly roundup, produced and announced by Bernie Adams, senior announcer, is sponsored by a chain of grocery stores, whose canned foods are accepted as admission to the show. The food is then distributed to the needy. All of those taking part are appropriately costumed and since the program's inception it has played to audiences totaling approximately 11,000 people. The feature was inaugurated in May, 1938.

CRISIS TRANSCRIPT PUBLISHED BY CBS

TO A SELECT group of listeners, including leading colleges and city libraries, William S. Paley, CBS president, has sent a complete transcript in 10 boxed volumes of CBS' coverage of the European crisis of last September. The material for the mimeographed manuscript, comprising 500,000 words spoken in 16 world centers by 57 international raconteurs, and representing 73 hours of on-the-spot, minute-by-minute coverage, was taken down as received by shortwave from Europe.

"I think that these volumes ably illustrate the constructive force which radio has become in our modern civilization," commented Mr. Paley in his letter of transmittal, "and portray simply and directly the method used under our democratic system of broadcasting to bring the outstanding world events to listeners in the most remote corners of the world."

CBS, Rio Grande Sued

A $1,000,000 damage suit has been filed by Mrs. Cora K. Love, mother of the late Harry A. Love, against CBS, Rio Grande Oil Co., and numerous John Does, alleging defendant companies had circulated slanderous statements about her in the Jan. 13 *Calling All Cars* program sponsored on the Pacific network.

Farm Conference Is Held by Radio

Rhode Island Uses WPRO as Medium for State Session

RHODE ISLAND Agricultural Conference, in past years conducted in Providence with only supplementary radio coverage, is being conducted entirely by radio this year, from Feb. 13-18, through a series of 15 programs during the six days carried on WPRO, Providence. With every branch of the State's agricultural life included in the radio conference, the series presents local and outstate agricultural experts.

Subjects covered include women's activities on the farm, recreation, annual meeting, farm credit, grange program, ornamental nurseries, tree surgeons, bee-keeping, market gardening, forestry, fruit growing, grass silage, poultry keeping, 4-H Clubs, and dairying.

In past years the Conference has consisted of a series of meetings, with agriculturists invited to attend. Last year WPRO broadcast two of the sessions with such success that this year all sessions are being conducted exclusively by radio. Eight thousand copies of the mimeographed program schedule, arranged by H. William Koster, WPRO program director, who is directing the series, have been distributed over the State.

New WMBI Studios

WMBI, Chicago outlet owned by Moody Bible Institute on Feb. 4 opened its new $100,000 studios atop the Institute's new building at 820 N. LaSalle St., recently completed at a cost of $720,000. Five studios are built around a center master control room, and all are RCA equipped. The station, operating with 5,000 watts on 1080 kc., limited time for a total of 40 hours weekly, and sharing with WCBD, Chicago, is directed by H. Coleman Crowell, son of the chairman of the board of Quaker Oats Co. WMBI is rated as a non-commercial outlet. Its most widely-known program is *Let's Go Back to the Bible*, a Sunday afternoon series also carried on 12 MBS stations and featuring Dr. Will H. Houghton, MBI president.

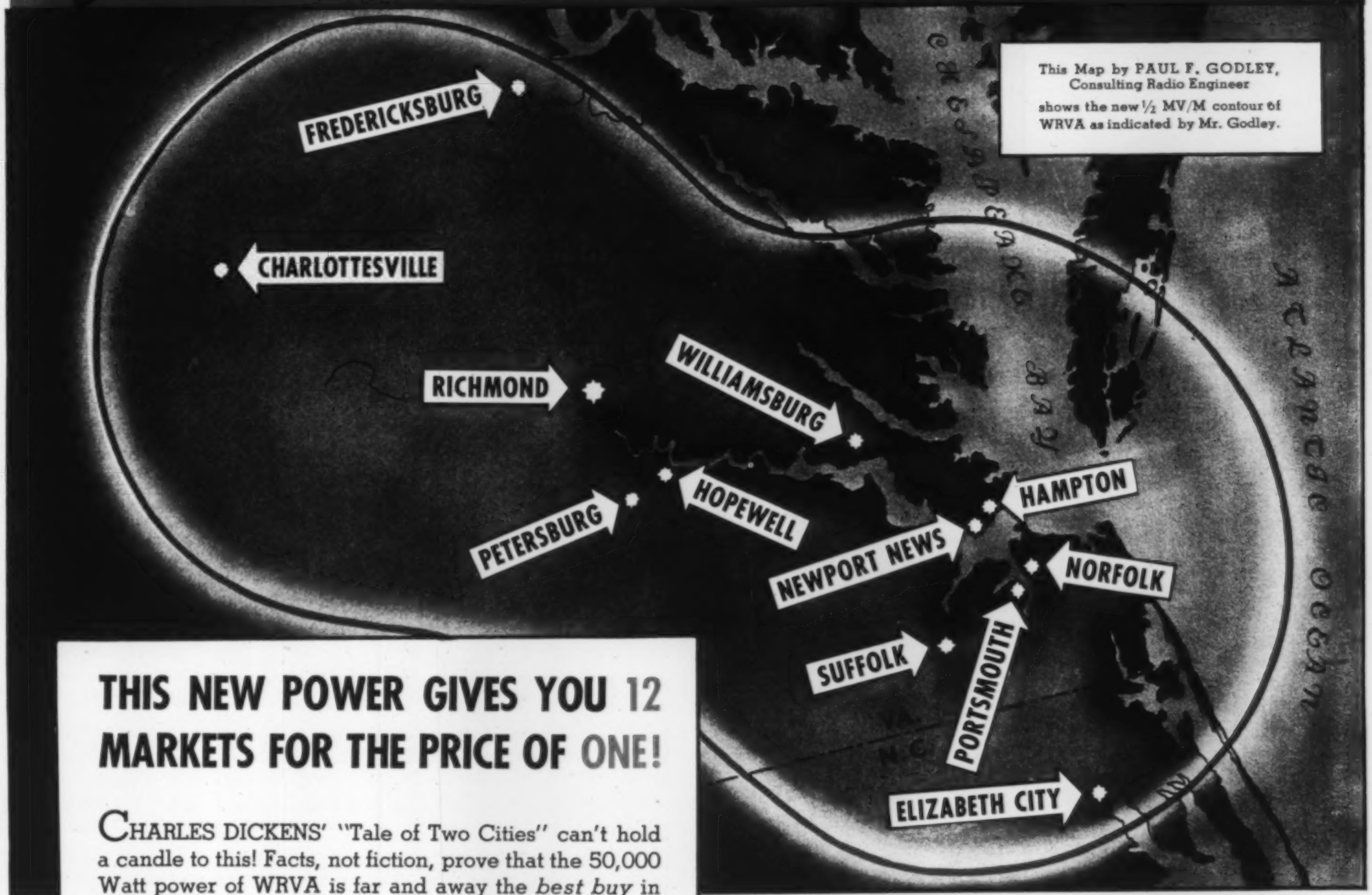
KDAL Transfer Cleared

THE TRANSFER of license of KDAL, Duluth, Minn., to Dalton A. LeMasurier and his father Charles LeMasurier, having been authorized by the FCC, the Commission on Jan. 30 authorized issuance of a license renewal to the Red River Broadcasting Co. after clearing up details as to management and control. The station was purchased in 1934 by the LeMasuriers, with Dalton holding 90% of the stock and his wife 5%, for approximately $30,000, after having been moved from Moorhead, Minn. The sellers were Earl C. Reineke and the *Fargo Forum*, also operating WDAY, Fargo, but transfer clearance was not completed until Jan. 9, 1939. Dalton LeMasurier also manages the University of North Dakota's station KFJM at Grand Forks, a commercial outlet.

XUM

WRVA 50,000 WATTS

gives you MORE THAN RICHMOND! MORE THAN NORFOLK!


FREDERICKSBURG
CHARLOTTESVILLE
RICHMOND
WILLIAMSBURG
HOPEWELL
PETERSBURG
HAMPTON
NEWPORT NEWS
NORFOLK
SUFFOLK
PORTSMOUTH
ELIZABETH CITY
CHESAPEAKE BAY
ATLANTIC OCEAN
VA.
N.C.

This Map by PAUL F. GODLEY,
Consulting Radio Engineer
shows the new ½ MV/M contour of
WRVA as indicated by Mr. Godley.

THIS NEW POWER GIVES YOU 12 MARKETS FOR THE PRICE OF ONE!

CHARLES DICKENS' "Tale of Two Cities" can't hold a candle to this! Facts, not fiction, prove that the 50,000 Watt power of WRVA is far and away the *best buy* in this rich section.

Virginia's **only** 50,000 Watt station will give you complete coverage in Richmond **and** Norfolk **and** Portsmouth **and** Newport News **and** Petersburg **and** Suffolk **and** Fredericksburg **and** 13 other worthwhile cities **and** 50 counties in Virginia **and** North Carolina.

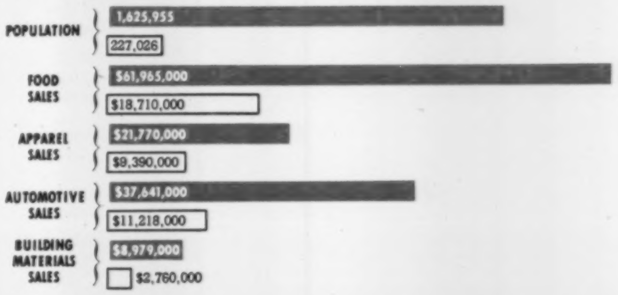
The naked truth about WRVA's new 50,000 Watt coverage is shown on Engineer Godley's map above. The bare facts about the market itself are shown in the chart at the right. Let us give you *all* of the story in person.

PAUL H. RAYMER CO., *National Representative*
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

MARKET FACTS AT A GLANCE:

▨ **WRVA MARKET:** Counties within red line on above map; market figures from U. S. Dep't. of Commerce 1935 Census of Business.

☐ **NORFOLK METROPOLITAN MARKET:** Market figures as quoted by a Norfolk radio station.



CBS WRVA

WRVA 50,000 WATTS

RICHMOND, VIRGINIA

Paderewski Arriving

THE NOTED pianist Paderewski arrives in the United States on the *Ile de France* Feb. 21 and five days later, Feb. 26, will inaugurate his 20th concert tour of this country with an appearance on the NBC-Blue *RCA Magic Key* program. His concert schedule, under NBC Artists Bureau auspices, includes: Newark, March 1; Cleveland, March 5; Cincinnati, March 8; Columbus, March 12; Detroit, March 15; Chicago, March 19; Milwaukee, March 23; Minneapolis, March 26; Los Angeles, April 2; San Francisco, April 9; Denver, April 13; San Antonio, April 16; Dallas, April 19; Houston, April 22; Atlanta, April 26; Raleigh, April 29; Philadelphia, May 3; Pittsburgh, May 6; Providence, May 10; Boston, May 14; New Haven, May 18.

CBS and NBC have both announced a cooperative arrangement with CBC to give complete detailed radio coverage of the visit this spring to the United States and Canada by King George and Queen Elizabeth.

Fulton Lewis Takes Gallery Admission For Radio to Committees of Congress

CLIMAXING a long fight by radio for admission to the galleries of Congress on an equal footing with the press, Fulton Lewis Jr., MBS news commentator in Washington, on Feb. 4 appealed direct to the Rules Committees of the Senate and House to amend the 55-year-old Press Gallery rules.

The appeal to the Committees came after the Standing Committee of Correspondents, self-governing body of the Congressional press galleries, had rejected his application for membership on the ground that the eligibility rules limit membership to "representatives of newspapers and newspaper associations." In 1932, Henry A. Bellows, then vice-president of CBS and now advertising executive of General Mills Inc., first sought radio representation in the Press Galleries. Admission was denied on substantially the same grounds. Subsequently former Senator C. C. Dill, as counsel for Transradio Press Inc., sought admission for radio newsmen but likewise with negative action.

Evasion Is Simple

Mr. Lewis broadcasts a nightly program of comment on national affairs, with emphasis on Washington, over a coast-to-coast MBS network. A former Washington columnist and for ten years a member of the galleries before he left newspaper work a year-and-a-half ago to enter radio, Mr. Lewis told the Rules Committees it would be simple to circumvent the entire problem by merely assuming a newspaper connection, as far as he was concerned, thus becoming eligible to the press galleries. He added, however, that he felt this would be a mere evasion of a question which sooner or later must be met "squarely and honestly".

Pointing out that his daily function is precisely the same as that of any newspaper correspondent, Mr. Lewis explained he "gets his own news, prepares it himself and transmits it over wires to disseminating media in cities all over the country." The final distinction, he said, is purely between the final distribution methods.

"Instead of using the medium of ink pressed on paper, and slow hand delivery for which the public is forced to pay three to ten cents in order to know what has transpired in its own Congress and Government, the news I collect is distributed by electrical waves, and received by the public free of charge."

The issue, Mr. Lewis said, does not involve admission of all "newscasters" to the galleries. Announcers who merely "perform the mechanical function of reading prepared copy into a microphone are to the radio medium of news distribution what mechanical employes of a printing plant are to the newspaper medium," he said, adding it was immaterial whether radio was allowed to share in the present facilities of the galleries or is given separate but equal facilities in the "new radio galleries".

The final issue is between two simple points of view: (1) Whether the true and broad purpose which Congress had in mind when it established the press gallery, is to be followed, or (2) whether it was an exclusive charter to the printing business to "forever hold a monopoly on the dissemination of news which transpires in the Senate and House of Representatives, and whether that charter was intended to exclude any and every other mechanical process for accomplishing the same objective, which might at any later time be developed by science."

Golden Gate Voices

NBC stations in San Francisco have adopted new slogans. KPO's slogan is "The Voice of the Golden Empire." KGO comes in on station breaks with "Your Exposition Station—the Bridge to Treasure Island." The new slogans will also be stressed in sales promotion and publicity. Station-break announcements are now made every two hours using each slogan.

New Lever Series

LEVER BROS., Cambridge, Mass., has just started its sixth CBS program, a daytime serial to advertise Lux toilet soap and Lux soap flakes, for which the company also sponsors *Lux Radio Theatre* from 8-9 each Monday evening. New series, *Life & Love of Dr. Susan*, is being broadcast on a 60-station, coast-to-coast network from 2:15-2:30 each afternoon, Monday through Friday. Both the Lux programs are placed through J. Walter Thompson Co., New York. Other Lever Bros. programs are: *Big Town*, Tuesday, 8-8:30 p. m., for Rinso; *Al Jolson*, Tuesday, 8:30-9 p. m., for Lifebuoy; *Big Sister*, Monday through Friday, 11:30-11:45 a. m., for Rinso; *Aunt Jenny's Real Life Stories*, Monday through Friday, 11:45-noon, for Spry, all placed through Ruthrauff & Ryan, New York.

Television on KFYR

is not a reality—

but results are!

Influencing the listeners from the Red River Valley of Eastern North Dakota to the rich Black Hills of Western South Dakota, KFYR continues to broadcast the Sales Messages of successful advertisers.

Let Us Sell Your Story

•

550 Kilocycles
NBC Affiliate

KFYR

5000 W. Day
1000 W. Night

MEYER BROADCASTING CO.

BISMARCK, N. DAKOTA

Gene Furgason & Co.—National Representatives

BESSIE HERSELF IS NO TROUBLE . . But

HER FAN MAIL GETS US DOWN

MAIL
MAIL
MAIL
BESSIE

"Bessie Bossie," Ben Hawthorne's stooge, is only the canned moo of a mythical Guernsey—just a sound effect. To hear her at all you've got to tune in WTIC's "Morning Watch" between 7 and 8 A.M. And still Bessie's fan mail is a problem.

She gets home-baked cakes and cookies by the dozen—more than WE could ever eat—and to answer her correspondence would keep us busy all week long, every week in the year.

Yet if Bessie's mail is a problem to us, it's mighty important to you or anyone else with goods to sell in Southern New England. It's a grade A indication that WTIC has and has had for years a thorough following the whole length of the Connecticut River Valley. When can we put our friendly audience and our 50,000 Watts to work for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.
The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

WBNX-ACA Renew

THIRD contract between WBNX, New York, and Broadcast Local 16 of the American Communications Assn., went into effect Feb. 1 at the expiration of the previous contract. Covering the station's technical staff, the contract calls for a closed shop, hiring through the union, 40-hour week, time-and-a-half for overtime, two weeks vacation with pay and sick leave with pay. Five technicians now employed by the station will receive $42.50 weekly for the first six months of the contract, $45 beginning Aug. 1, and $47.50 beginning Feb. 1, 1940. New technicians are to start at $37.50 with automatic increases of $2.50 every six months. One part-time operator, for relief and remote work, is permitted, being guaranteed a minimum salary of $20 a week on a basis of $1 an hour, receiving a minimum of three hours' work when called for duty. Contract runs until Oct. 1, 1940.

CANADA'S SPOONS

Royalty Visit to Provide a Test of Coverage

STARTING Feb. 22, independently owned broadcasting stations in Canada will begin a series of daily spot announcements advising listeners that their local broadcasting station has for each listener who writes to the station a souvenir Rogers silver spoon commemorating the forthcoming visit of King George VI and Queen Elizabeth.

The Canadian Association of Broadcasters discussed the suggestion with members at the recent convention, and has been able to obtain a small spoon with profile heads of the king and queen on the handle, and the legend "Canada 1939". The response from listeners will be used as a coverage survey of each member station, and will be valuable evidence later as to the value of the privately-owned stations in giving public service at a future investigation into private vs. public ownership of broadcasting stations. Two or three spot announcements will be made daily by each station, the price of the spoon will be 15 cents to cover cost of mailing and handling, and listeners in the United States will be able to send in for the spoon through a central distributing office south of the international border.

The CAB has placed an initial order for 100,000 of the spoons, expect to have requests for 300,000 or 400,000. Member stations will send in all names to the CAB office in Toronto, where distribution will be made.

Peeps for Chicks

SO ITS chicks could speak for themselves, a Northern Virginia hatchery sent a crate of chirpers to WRVA, Richmond, to be used as sound effects in connection with announcements promoting the sale of its product. The peeps were recorded.

First FCC Ruling By New Procedure

Proposed Finding Is Favorable To Ocala, Fla., Applicant

IN ITS first action under its revised hearing procedure in which examiners and their reports are eliminated, the FCC tentatively has granted the application of John T. Alsop Jr., Florida public relations consultant, for a new local at Ocala to operate on 1500 kc. with 100 watts power unlimited time.

As the "proposed findings of fact and conclusions of the Commission" the report actually is tantamount to the FCC's final decision, since the Commission membership itself has voted on it. However, parties in interest have 20 days in which to file exceptions (25 days for the Pacific Coast area). After objections, under the new procedure, oral arguments can be held before the full Commission with the final decision to follow. Obviously if there are no objections, the proposed report will become the final action.

Objections in Congress

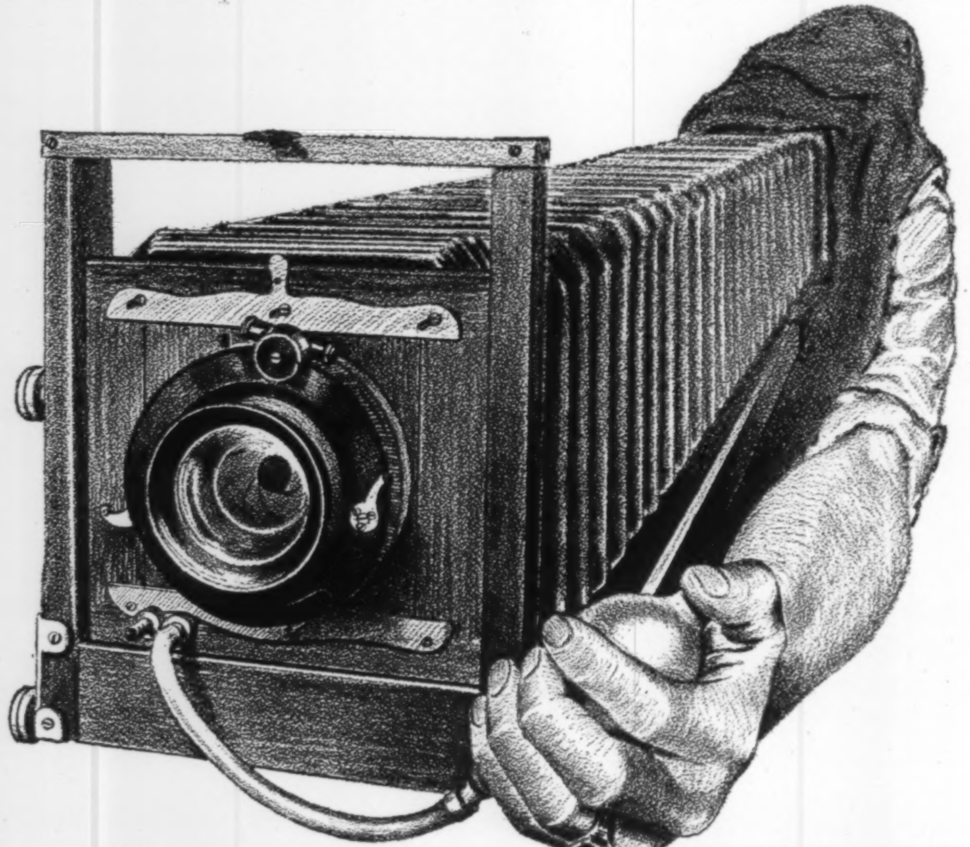
Strong objections to the new procedure, which entirely eliminates the examiner, already have been voiced in Congress. Heretofore, examiners who presided over hearings issued reports and recommendations to which objections could be filed and with provision for oral arguments before the full Commission. The Commission itself however, prior to the oral argument, did not participate as a group in the proceedings. Under the new procedure, the Commission itself actually votes on the proposed report, with parties in interest submitting proposed findings which it can take into account. Thus, it is believed that unless extraordinary circumstances exist, the Commission in most instances will make its proposed decision the final action.

Mr. Alsop is former Mayor of Jacksonville and for some 15 years was director of public relations of Paramount Pictures in Florida. At present he is public relations consultant representing various corporations. He would be the sole owner of the proposed station.

ACA For RCA Unit

NATIONAL LABOR Relations Board has certified American Communications Assn., CIO union, as sole bargaining agency for the employes of RCA Communications, New York, following an election held Dec. 12, which gave 748 votes to ACA and 449 to the Independent Employees Association. Bargaining unit excludes executives managers, confidential employes, supervisory workers with the power to hire and discharge, and temporary workers.

WIL, St. Louis, observed its 17th birthday Feb. 9, claiming the distinction of having been the first commercial station west of the Mississippi. The station is owned and operated by Lester A. Benson, president and general manager, and his brother, C. W. Benson, who has been with the station since its inception as vice-president. Lester Benson built his first radio transmitter before he was 15 and in 1922 had his first licensed broadcast station, with the call WEB, later changed to WIL.



In Sharp Focus
ON THE CLEVELAND MARKET

● It's easy to get a good sales picture in Cleveland if you use WHK-WCLE. Those stations are a powerful lens, aimed directly at the rich Cleveland Market . . . carrying a sharp impression of your product into more than a half-million homes . . . developing sales in volume for you.

National Representatives: RADIO ADVERTISING CORPORATION
New York • Chicago • Cleveland • Detroit • San Francisco • Los Angeles

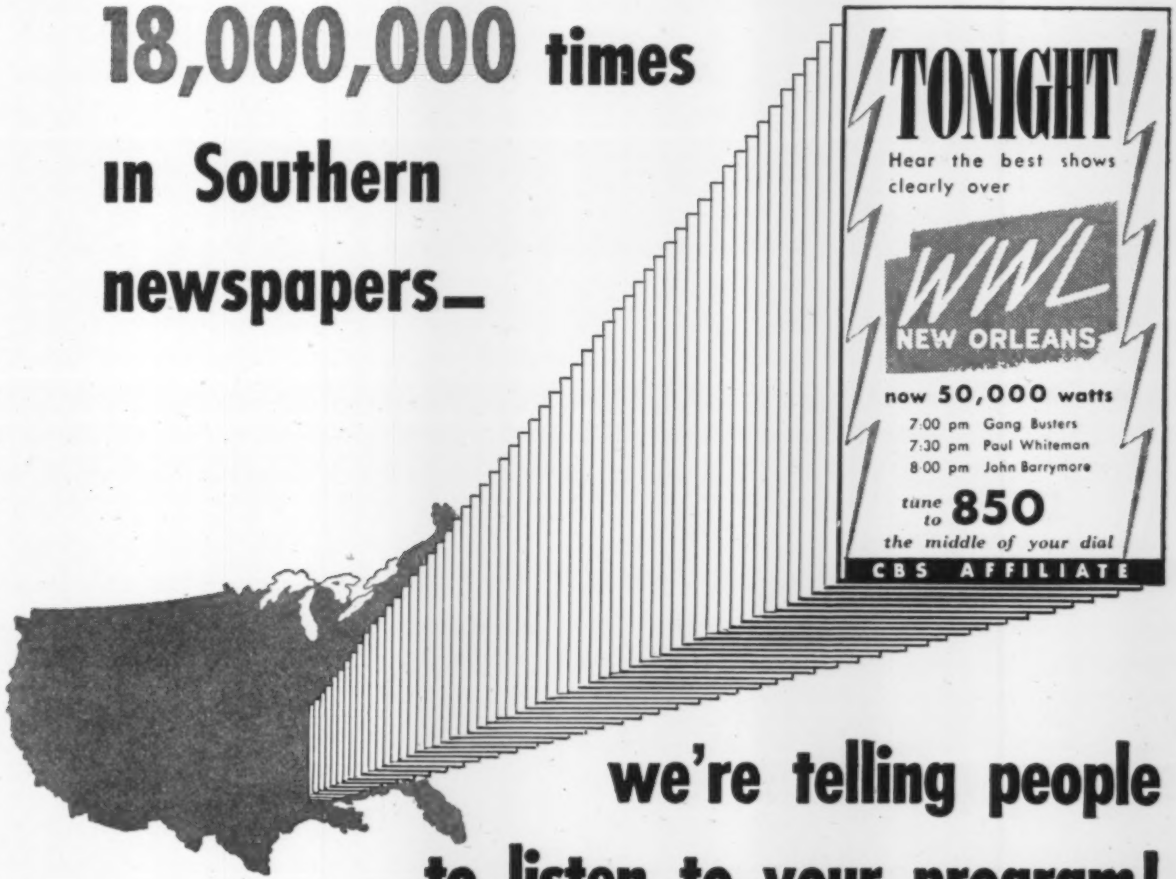
WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

LOCAL PREFERENCE

WHK and WCLE each carry more local time business* than any other Cleveland broadcasting station.

*Last Survey—Week of November 20 to 26—Figures available on request.

18,000,000 times in Southern newspapers— we're telling people to listen to your program!



TONIGHT

Hear the best shows clearly over

WWL NEW ORLEANS

now 50,000 watts

7:00 pm Gang Busters
7:30 pm Paul Whiteman
8:00 pm John Barrymore

tune to **850**

the middle of your dial

CBS AFFILIATE

In 37 newspapers — over 5 states — we are advertising *every day* — rapidly building ever-larger audiences for your WWL New Orleans programs. Now that WWL is on 50,000 watts, it is the dominant station in a most prosperous territory of over 10,000,000 people. And we're growing every day.

VINCENT F. CALLAHAN
General Manager

WWL New Orleans gives you 50,000 watts

Plus Established preference through leadership in covering local events.

Plus Dominance in the prospering Deep South.

Plus The economy of using one station with five times the power of any station within 400 miles.

WWL
NEW ORLEANS

Tell-Sell-over WWL New Orleans - CBS AFFILIATE - REPRESENTED NATIONALLY BY KATZ AGENCY, INC.

WARNER BROS.
BROADCASTING CORP.
Subsidiary of Warner Bros. Pictures., Inc.

PRESENTS

As Its Initial Radio Production

"The Adventures of Uncle Jimmy"

(TRANSCRIBED)

STARRING

WILLIAM FARNUM

Created by the radio subsidiary of
Warner Bros. Pictures, Inc.
A supporting cast of important Hollywood Players
Written and Directed by Edward Lynn
Original musical score by Leon Leonardi

Now in production in Hollywood, California, on a schedule of 156 FIFTEEN MINUTE EPISODES. Available for immediate acceptance by sponsors and stations and the radio trade in all its phases.

DISTRIBUTED BY

TELECAST
CORPORATION
OF AMERICA, INC.
DISTRIBUTORS OF TRANSCRIBED AIRSHOWS
1509 CROSSROADS OF THE WORLD
HOLLYWOOD CALIFORNIA

Equipment

WESTERN ELECTRIC Co. has put a new high-quality monitoring loudspeaker of unusual compactness on the market. Unit, 750A loud speaking telephone, is described as "ideally suited for use with speech input equipment in broadcasting systems because of its small size, high quality and low price." No larger than the average wall-mounted speaker, its performance within a 30 degree projection angle closely approaches that of more elaborate two-way sound radiators, says WE.

WCKY, Cincinnati, has contracted with RCA for its new 50,000-watt transmitter, with installation to begin shortly. In addition, two 350-foot Lehigh self-supporting vertical radiators will be installed at the present site at Crescent Springs, Ky. Approximately $125,000 will be spent for the new plant equipment.

UNION ELECTRIC Co., St. Louis, has contracted for eight additional episodes of the current *The Land We Live In* series on KMOX, St. Louis, now in its third year on KMOX under the utility's sponsorship. The feature is written by Gerald Holland, produced by Arthur Casey, with Ben Feld as musical director.

A CANADIAN Marconi transmitter and 195-foot Ajax vertical radiator have been installed by CKOV, Kelowna, B. C., in increasing its power this month from 100 to 1,000 watts.

CFCN, Calgary, Alta., has installed RCA control desk speech input equipment, as well as new RCA turntables.

WSUN, St. Petersburg, Fla., has purchased a new relay transmitter, manufactured by Radio Tranceiver Laboratories, which operates with 2 watts power with the call letters W4XHY.

W. G. H. FINCH, president of Finch Telecommunications Laboratories, New York, has been issued Patent No. 2,145,717 on a new high speed multiplex telecommunication system which enables the use of two or more carriers for simultaneous transmission of pictures, printing telegraphy, telegraphy and speech, or pictures and speech to remote points, through use of simple apparatus coupled to any telephone line.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has issued a 1939 edition of its *Treatise on Practical Wax Recording*, written by E. K. Barnes. New edition contains identical illustrations and text of the earlier printing, but is printed in smaller type and in handy pocket size with price reduced from 50 to 25 cents.

KFXJ, Grand Junction, Colo., has installed an additional set of RCA 7-B turntables at the station transmitter building and new remote control equipment, including Gates American Dynamote units.

WTMJ, Milwaukee, has added a modified Yogi type antenna to its mobile shortwave equipment to step up the power on its shortwave truck by a multiple of five. According to Dan Gellerup, chief engineer, and Phil Laeser, the effect of greater power is accomplished by balancing noise. The signal, received from one direction, balances the noise from all other directions, with the result that WTMJ can carry broadcasts from a greater number of spots in the Milwaukee district.

KDLR, Devils Lake, N. D., has added a new Visasig recorder to its Transradio news service to enable copying of all news when operators are busy. The equipment was purchased from University Signal Appliance Co., New York.

Research Method Devised by WLW

Colleges to Place Marketing Project in Curricula

A MARKET study project by which colleges will cooperate with WLW, Cincinnati, has been developed by the station's market research department. The method already has been added to the curriculum of Marshall College, Huntington, W. Va., and educators of a number of other colleges are considering the plan for scholastic credit.

The idea was originated by James D. Shouse, Crosley Corp. vice-president and general manager in charge of broadcasting, and Robert Dunville, WLW-WSAI general sales manager. It was worked out in detail by Miss Bee Strawway, WLW merchandising director, and Meredith Runck, market research director.

In introducing the plan recently, WLW entertained three seniors from each of seven colleges, with Wilfred Guenther, WLW promotion director, greeting them at a luncheon. At a model display store the students heard Miss Strawway and Mr. Runck explain the plan in detail.

A Practical Laboratory

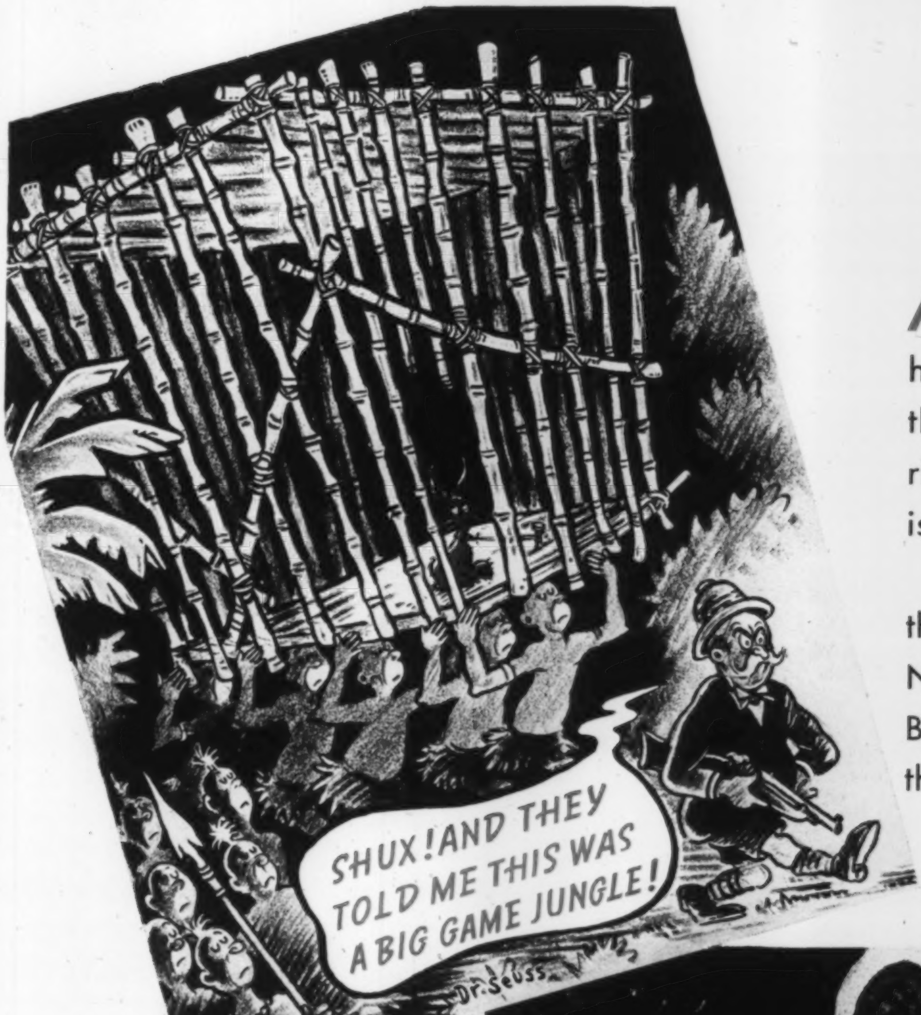
Stores chosen for the study represent a cross-section of each market's population, Mr. Runck told the students. Advantages of personal contact were explained, and details of the forms prepared for the study were outlined.

Three questionnaires cover the retailer, the consumer and the wholesaler, with the retailer's questionnaire containing the most queries. The consumer questions provide data on station preference and determine if the station has played a decisive part in influencing its audience to buy. The wholesaler, as focal point of distribution in the community, will be asked nine questions showing sales and brand trends.

Consensus among the students was that the plan would furnish them a laboratory to experiment with theories learned in marketing classes. Actually facing the realities in market research, they agreed, would provide them with valuable background.

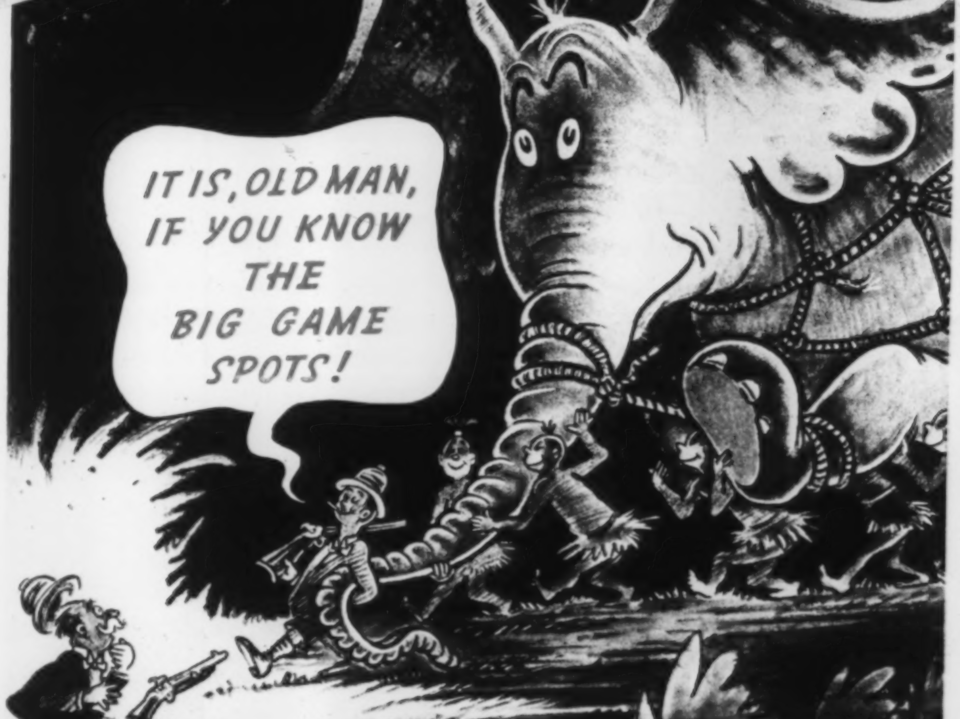
New RCA Mike

A NEW type uni-directional microphone described as having performance characteristics never before achieved, and with a frequency range of 40 to 10,000 cycles, is announced by RCA. About half the size of the present uni-directional, it lists at $130, Camden, as against $190 for the earlier type. Designated as Type 77B, it operates at output impedances of either 50 or 250 ohms. It picks up sound from only one side, being especially adapted for large auditoriums, where only the words or music intended for the audience reaches the radio or public address amplifiers. Audience noise and echoes are cancelled out. It also functions perfectly placed in a corner or against a wall in small studios, it is claimed. Lower half of the mike is black, with the upper part a polished chrome screen. It has a flexible, adjustable mount and is equipped with a 30-foot two-conductor shielded cable.


SHUX! AND THEY TOLD ME THIS WAS A BIG GAME JUNGLE!
Dr. Seuss

ANYONE who finances a Spot Broadcasting expedition has a good chance to bag something. But he must go to the right spots . . . where the game is biggest and most plentiful.

NBC can guide you directly to the Big Game spots. Through 15 NBC Programmed Stations, Spot Broadcasters are reaching 10 of the richest markets in America.


IT IS, OLD MAN, IF YOU KNOW THE BIG GAME SPOTS!

BOSTON-SPRINGFIELD
WBZ & WBZA 50,000-1,000 Watts (990 KC)

CHICAGO
WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND
WTAM 50,000 Watts (1,070 KC)

DENVER
KOA 50,000 Watts (830 KC)

NEW YORK
WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA
KYW 10,000 Watts (1,020 KC)

PITTSBURGH
KDKA 50,000 Watts (980 KC)

SAN FRANCISCO
KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

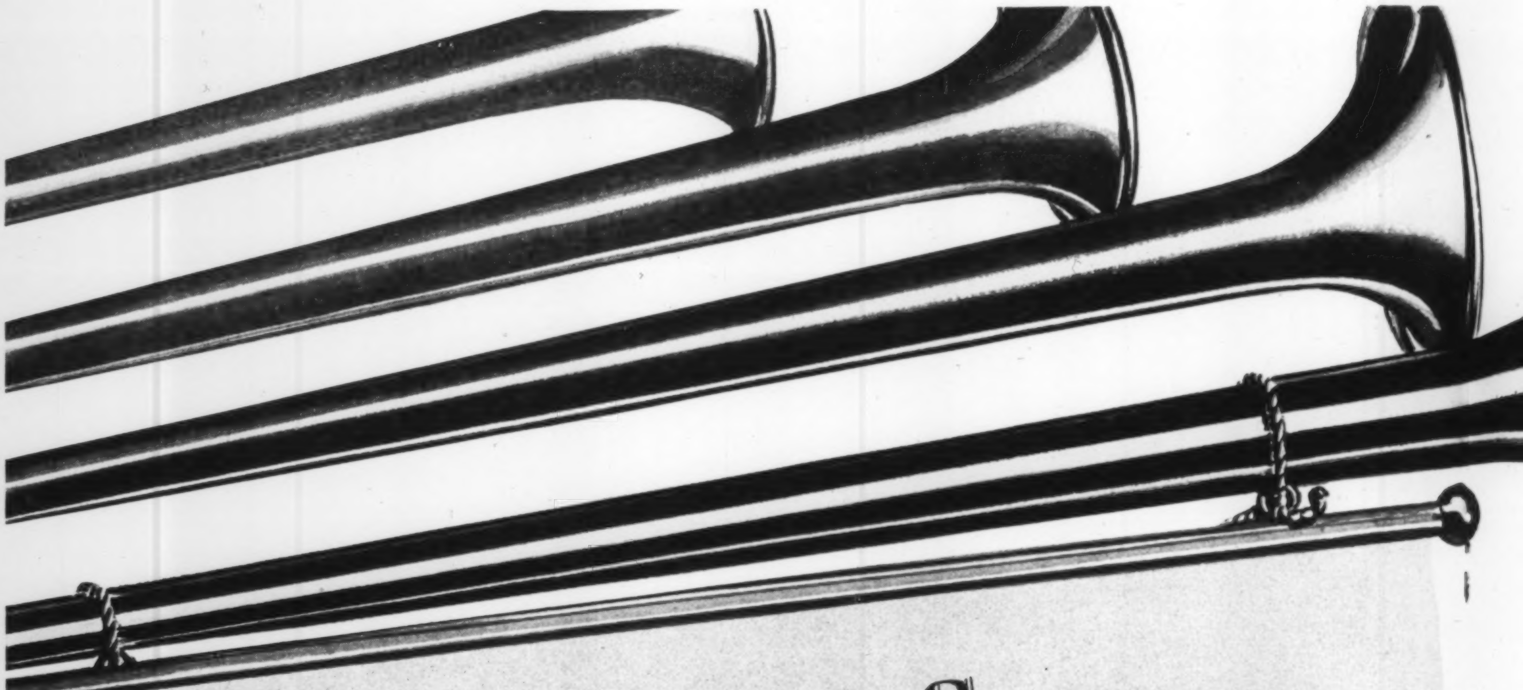
SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D. C.
WMAL 500-250 Watts (630 KC)
WRC 5,000-1,000 Watts (950 KC)

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

WORLD'S GREATEST BROADCASTING SYSTEM



The Gold Group

TESTED STATIONS OF THE NATION

WOKO	*Albany*
WGST	*Atlanta*
WBAL	*Baltimore*
WGR-WKBW	*Buffalo*
WCKY	*Cincinnati*
WHK-WCLE	*Cleveland*
WHKC	*Columbus*
WIS	*Columbia*
KGKO	*Dallas-Ft. Worth*
WHIO	*Dayton*
WBIG	*Greensboro*
WTIC	*Hartford*
KTRH	*Houston*
KMBC	*Kansas City*
KLRA	*Little Rock*
KHJ	*Los Angeles*

DON LEE SOUTHERN CALIFORNIA GROUP	**KHJ**	*Los Angeles*
	KGB	*San Diego*
	KDB	*Santa Barbara*
	KFXM	*San Bernardino*
	KPMC	*Bakersfield*
	KVOE	*Santa Ana*
	KXO	*El Centro*
	KVEC	*San Luis Obispo*

DON LEE NORTHERN CALIFORNIA GROUP	**KFRC**	*San Francisco*
	KQW	*San Jose*
	KDON	*Monterey*
	KIEM	*Eureka*
	KTKC	*Visalia*

COMPLETE DON LEE CALIFORNIA NETWORK *(See Stations In Northern and Southern Groups)*

WMAZ	*Macon*
WREC	*Memphis*
WIOD	*Miami*
WISN	*Milwaukee*
WSFA	*Montgomery*
WLAC	*Nashville*
KOMA	*Oklahoma City*
WCAU	*Philadelphia*
KOY	*Phoenix*

ARIZONA NETWORK	**KSUN**	*Bisbee*
	KOY	*Phoenix*
	KGAR	*Tucson*

WCAE	*Pittsburgh*
KOIN-KALE	*Portland*
WRVA	*Richmond*
WHAM	*Rochester*
KDYL	*Salt Lake City*
KTSA	*San Antonio*
KGB	*San Diego*
KFRC	*San Francisco*
KDB	*Santa Barbara*
KIRO	*Seattle*
KWK	*St. Louis*
WFBL	*Syracuse*
WTAG	*Worcester*

WTS

Additional stations are being added regularly to complete the major market coverage of the United States.

Radio's New Standard of Value

FOR THE first time in radio history, a sponsor can advertise his product just where his markets are . . . and do it with the simplicity of network operation . . . through the new World Transcription System . . . the first completely flexible, nation-wide group of radio stations.

"Gold Group" stations follow market centers, and are chosen for their popularity, progressiveness and sales power. These stations may be used in any desired combination.

There are many other advantages . . . good station periods, regardless of time zones, and without re-broadcast . . . substantial savings in production costs . . . elimination of detail for agency and advertiser . . . and a uniform dealer merchandising service at point of sale.

And most important . . . serving with this new medium are the famous World vertical-cut Wide Range transcriptions, undisputed leaders in the field of high fidelity recording.

The World quality product and the flexible "Gold Group" method combine to offer advertisers the greatest per-dollar value in radio broadcasting. We invite your inquiries. World Broadcasting System, 711 Fifth Avenue, New York City, New York (301 East Erie Street, Chicago, Illinois; 1000 North Seward Street, Hollywood, California).

Transcription Headquarters

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

WORLD TRANSCRIPTION SYSTEM

a service of

WORLD BROADCASTING SYSTEM

BROADCASTING
and
Broadcast Advertising

Published by
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Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
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AFRA Moves In

RADIO has survived another labor crisis, but in so doing loses another pound of flesh. Details, at the moment, are incidental. What stands out is that another regiment (the performers) has moved in; has established in key network cities minimum scales and requirements; has thereby saddled radio with another fixed item of overhead, and has invoked what is tantamount to a closed shop.

AFRA, like the American Federation of Musicians before it, has followed the golden path first discovered by ASCAP. The line, it appears, has formed to the right, with other groups awaiting their turn to crack down. But will AFRA stop and be satisfied with its "Munich Pact" covering network program talent at the New York, Chicago, Los Angeles and San Francisco originating points? Will it not seek next to have radio bear the burden of alleged unemployment relief among actors, just as the musicians struck their industry-wide bargain under threat of walkout and worse? Or just as ASCAP extracts its 5%-of-industry-receipts-plus, for high-salaried executives and "composers" who haven't composed in this generation?

There will be those who will shout that the networks have done another selling job down the river. That is hardly a fair appraisal now, for the affiliates are in no way affected. The industry is unable to do more than accept AFRA's word in good faith. The networks did avert a crisis by keeping the negotiators together when the parleys threatened to collapse.

From AFRA's standpoint, we must question the wisdom of its coup. We are wholly sympathetic with labor's efforts to improve itself, but we doubt whether the general run of performers are enthusiastic. Minimum provisions, even in mass employment groups, usually become the maximum. Initiative is stifled. In the artistic field, the road to stardom may become more tortuous. Higher wage and pay levels for apprentices may mean lower stipends for featured performers in the levelling-off process. The linotype operator, whether he be a speed demon or plodder, gets the same pay scale. Is that what artists want?

It's the tempo of the times—labor, social security, and $30 every Thursday. Radio, however, in addition to its normal tax burden, is carrying a greater load than perhaps any other single industrial entity. It must stop somewhere.

Television

A SIGNIFICANCE beyond the amazingly good results achieved, and the enthusiastic reaction noted, attaches to the recent television demonstrations in Washington. For the first time for most of the Senators and Congressmen who were present in profusion, and even for most of the executives and staff of the FCC who are charged with radio's regulatory destinies, they were given first-hand glimpses of the budding visual art in operation under rigorous field conditions. But more than that, especially in the case of the lawmakers who are now being called upon to change the unsatisfactory regulatory setup and establish more definite policies for the guidance of radio's development, they were able to gain an appreciation of the swift-moving and ever-changing character of the radio art and science.

The demonstrations must inevitably prove to them that here is an industry entitled to governmental encouragement rather than to the constant recriminations heaped upon it—almost always by persons, including a few members of Congress, with an ax to grind. Here is an industry which, in the absence of tax support or subsidy, asks Government not to hamstring it during its growing stages. It can hardly be said that radio in recent years has developed *because* of governmental encouragement; rather its growth has largely been *in spite* of all-too-frequent governmental discouragement.

As a result of their observations of sight-and-sound radio, it may now confidently be expected that more and more members of Congress will interest themselves in the basic problems of radio as a whole. That is all the broadcasters ask, for they are more than willing to rest their case on the facts and more than eager to seek new laurels of achievement to add to the great good they have already accomplished in the way of entertainment, education, information and rescue and relief.

We have stated in these columns before, and we repeat now, that television should be a natural heritage of the broadcasters. Due to natural limitations, it must develop locally at first, just as audible broadcasting first developed locally. It behooves the broadcasters, therefore, to watch this new art carefully and to be ready for it when it emerges full-blown. All eyes will be on New York, starting with the World Fair, to watch the public's reception of television where it gets real trial under as fair and competitive conditions as even the strictest governmental regulator can ask at this stage and under present experimental conditions.

Radio Reporting

BEFORE many moons, it is our guess that radio will hold its appropriate place in the Congressional press galleries in Washington as a bona fide news gathering and reporting agency. The matter has been brought forcibly to the attention of the Senate and House Rules Committees by Fulton Lewis Jr., MBS Washington news commentator, who presented the issue in clear-cut fashion, after the Standing Committee of Correspondents had rejected his application, as it had others in the past.

No one can gainsay radio's position as a news medium. As a matter of fact two of the principal newspaper press associations—United Press and International News Service—are selling the very reports gathered by their press gallery correspondents to broadcasting stations. Why shouldn't qualified radio reporters (as distinguished from announcers or program producers) receive equal courtesies, whether they represent networks, individual stations, or Transradio, which happens to be an exclusive radio news association?

Radio's status as a news medium has been recognized in many cities. Police passes, identical in impost with press passes, are issued to qualified station reporters, and even State legislatures in many jurisdictions provide press facilities for station representatives. It is now just a question of time before Congress itself recognizes radio as a news medium, differing from the press only in respect to the method of distribution. Mr. Lewis can be assured of the broadcasting industry's support in his forward-looking move.

The RADIO BOOK SHELF

BEN DUFFY, BBDO vice-president in charge of plans and marketing, New York, is author of *Advertising Media & Markets* [Prentice-Hall, New York, $5], a thorough presentation covering the selection of advertising media. It is illustrated with over 100 charts and reproductions. Chapters are devoted to various media, with the radio chapter including basic data on set ownership and circulation; frequency of broadcasts; daytime programs; selection of stations; spot; audience building; importance of station or network; time of broadcast; competition; type of audience; cost; circulation measurement.

TIPS on profitable use of showmanship in promotion and advertising, built around a 12-point formula and packed with proved examples, are offered in moving, easy-to-read style in *Profitable Showmanship* [Prentice-Hall Inc., New York, $2.75, by Kenneth Goode and Zenn Kaufman]. In their book these two sales and advertising experts treat business as "the greatest show on earth", and show how the same principles of showmanship that pack a theater or circus tent can be applied to moving goods to dealers' shelves or the home of the consumer.

We Pay Our Respects To —

HARRY SEDGWICK

IF YOU aggravate a good-natured man long enough, you'll get action —delayed action perhaps, but none-the-less fast and furious. Someone should have told this to executives of the Canadian Performing Rights Society about six years ago. It would have saved the CPRS some trouble. It might also have kept asleep a few years longer the then inactive Canadian Association of Broadcasters.

But about six years ago Harry Sedgwick, still fairly new to radio, as manager of eastern Canada's most powerful broadcasting station, CFRB, Toronto, became definitely aggravated at the annually increasing dues of the CPRS. There seemed no limit to the amount the copyright owners of music were going to charge broadcasting stations. So Harry started writing letters to other station managers; started writing letters to Ottawa, seat of Canada's government.

He got enough broadcasters together to have a meeting. They all decided something should be done about it. But who was going to do it, and how? And so the lethargic Canadian Association of Broadcasters woke up, Harry became its temporary president, a convention was called at Toronto, Jan. 1, 1935, to which all station owners were invited, and Harry Sedgwick **was** elected president. On Jan. 24, 1939 —the day he celebrated his 44th birthday—Harry was elected president of the now very much awake CAB for the fifth consecutive time.

It is characteristic of this broad shouldered genial Yorkshireman that, once aroused, he does not tackle anything he cannot finish. He straightened out the copyright music situation, with help from Ottawa in the form of a Royal Commission which set an annual rate commensurate with the ability of the broadcasters to pay. His opponents, the CPRS, have each year tried to have this rate increased, but so far the broadcasters, united instead of divided, have been victors in the legal battle.

Similarly, he tackled the problems of CFRB when the owner of eastern Canada's only 10,000-watt transmitter, E. S. Rogers, approached him in 1932 to see if he could make the station pay a profit. Harry had never been in a radio studio, had never been interested in broadcasting except as a listener. And as a listener he knew what he wanted. When he left the Famous Players Canadian Corp., biggest theatre holding organization in the Dominion, where for ten years he had been eastern divisional manager, he started feeding CFRB the kind of programs he wanted to hear, programs that required spending some money for talent.

Even as late as 1932 Canadian stations still used free talent, amateur musicians, while professional musicians were finding it hard to keep alive. Harry Sedgwick changed all that. Today CFRB spends three times as much a year as when Harry took over the station. And since he took control CFRB has made profits for its owners.

When Harry became manager of CFRB, he found that advertisers were sold time and programs directly by each station. The advertising agencies did not enter the picture very largely — apparently were not interested. It was a struggle, but he sold the agencies on **radio as an advertising** medium. Since the revival of the CAB he has consistently plugged for the agencies to other broadcasters. Now the CAB gives advertising agencies a radio franchise, there are few agencies which do not have a radio department, and the CAB along with agency and advertisers' associations is working on rate standardization.

He has discussed station operations with United States broadcasters and CBS executives, CFRB being one of two Canadian CBS outlets. He has attended NAB conventions in an unofficial capacity, hopes to attend the convention at San Francisco this summer following a convention of western Canadian broadcasters at Vancouver. As CAB president, without pay, his office is a clearing house for most of Canada's broadcasting problems.

Born Jan. 24, 1895, ten-year-old Harry came to Toronto with his parents from Leeds, Yorkshire, England, in 1905. He soon acclimatized himself, learned to play Canadian games such as baseball, football, lacrosse. He set about to carve a name for himself in the new land. At 19 he enlisted to go overseas with the first Canadian troops in 1914. He served in the artillery, was wounded, finally got back to Canada in 1918. He had hopes in 1914 of becoming a lawyer; in 1918 he joined a large accountancy firm. When his firm was given the handling of a chain of bankrupt theatres, the job of looking after them fell to his lot. Later when the theatres were bought by Famous Players Canadian Corp., Harry went with them, and so did his hopes of becoming a chartered accountant. From theatre management to broadcasting was the next step.

Harry Sedgwick has been married 18 years. His son Ronald, 16, has not yet decided whether to enter the legal or advertising professions. He has a daughter, Nena, 13. He plays a good game of badminton, was Ontario champion a few years ago. He also plays tennis, likes sailing, goes fishing whenever he can, has fished on both Atlantic and Pacific Coasts and in northern Ontario, and caught a record 247-pound 7½-foot silver king tarpon a year ago at Tampico, Mexico. He belongs to the Carlton Club and lives in Toronto's exclusive suburban Bayview.—J. M.

Personal NOTES

FRANK BRAUCHER, vice-president of WOR, Newark, and a director of the Advertising Federation of America, has been appointed chairman of the national legislative committee organized by the Federation to investigate the many anti-advertising bills expected to be introduced by Congress and the 42 State legislatures now in session.

RICHARD A. BOREL, general manager of WBNS, Columbus, O., was married early in February to Margaret Western Wilson, daughter of Col. and Mrs. James Sprigg Wilson, U. S. Army retired. Both are graduates of Ohio State University.

TRUMAN HINKLE and David Wells have joined KIRO, Seattle, as account executives.

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, is vacationing at Miami Beach, following the conclusion of the CBS hearings before the FCC.

W. C. ALCORN, vice-president and manager of WBNX, New York, on Feb. 4 started with Mrs. Alcorn on a five-week trip to Florida and Puerto Rico.

RALPH R. BRUNTON, general manager of KJBS, San Francisco, has been named chairman of the broadcast section of the American Red Cross Disaster Relief Committee.

B. HOWARD BEDFORD, commercial director of CKNX, Wingham, Ont., married Eva Homuth, also of the CKNX staff, Feb. 4.

MARK F. ETHRIDGE, vice-president and general manager of the *Louisville Courier-Journal & Times*, and of WHAS, spent the first half of February at Key West, Fla., recuperating from an indigestion attack.

G. F. HANWELL, manager of E. C. DeWitt & Co., Melbourne, Australia, is in Hollywood for two months, on a combined business and pleasure trip. Firm is a large user of radio time and recently purchased *Thrills* and *Secret Diary* for placement on Australian stations through American Radio Transcription Agencies in Sydney.

PAUL McCLURE, assistant sales manager of NBC-Chicago, and Oliver Morton, local sales manager of NBC-Chicago, have returned to work after a week's illness.

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., has been named to the advisory council of the National Youth Administration of North Carolina.

C. ALDEN BAKER, national commercial manager of the West Virginia Network, on Feb. 4 married Dianna Lee, of Petersburg, Va.

HARRY SINAIWER, formerly advertising manager of the *Greenwich* (N. Y.) *News-Graphic*, has joined the sales staff of WFAS, White Plains, N. Y.

PETE WATTS, formerly account executive of KFVD, Los Angeles, has joined KMPC, Beverly Hills, Cal., in a similar capacity. Bruce Carpenter has joined the KMPC sales staff. He was formerly associated with a New York advertising agency.

WILLIAM A. SCHUDT, Jr., general manager of WKRC, Cincinnati, recently completed his tenth year with the CBS network.

JOHN T. CALKINS, general manager of Elmira Star-Gazette, Inc., Elmira, N. Y., operating WESG and holding a constructive permit for the new WENY, Elmira, returned to his desk Feb. 1 after seven months illness. Stricken last July, he underwent a major abdominal operation in Elmira and later was a patient at the Mayo Clinic, Rochester, Minn.

HARRY E. (Red) FOSTER, Toronto, advertising executive and sports commentator on commercial programs, was married in New York Jan. 30, to Kathryn Taylor of Toronto. They went to Sea Island, Ga., for their honeymoon.

FREDERICK DANIELL, executive director of Macquarrie Broadcasting Services and Macquarrie Network, Sydney, Australia, has been given temporary leave to engage in the firm's film production activities. R. E. Denison, son of Sir Hugh Denison, is acting director; H. G. Horner, manager of 2GB, is acting general manager and Clive Ogilvy, deputy, is liaison with the firm's representatives in foreign countries.

SAMUEL ELMAN, sales manager of WATR, Waterbury, Conn., is the father of a girl born recently.

A. B. SCHILLIN, vice-president of WAAT, Jersey City, on Feb. 1 was placed in charge of the station's newly-established New York office in the RKO Bldg.

LLOYD GEORGE VENARD, director of sales and merchandising of WCKY, Cincinnati, has been elected chairman of the entertainment committee of the Cincinnati Association of Manufacturers Representatives.

MARIE W. VANDEGRIFT, manager of WPAY, Portsmouth, O., on Jan. 31 addressed students of the University of Cincinnati on "Radio as a Career". While in Cincinnati she also was guest speaker at the Cincinnati Women's Club, discussing "Radio as an Aid to Education".

WILLIAM WARD, salesman for five years at Iowa Network, has been named commercial manager of WBCM, Bay City, Mich.

STANLEY HUBBARD, president of KSTP, St. Paul, and Mrs. Hubbard are vacationing in Florida during February aboard Mr. Hubbard's yacht. Their itinerary includes Miami, Key West and the Isle of Pines.

WILLIAM B. RYAN, sales manager of NBC in San Francisco, was guest speaker at the dinner of the Advertising Club of St. Mary's College Alumni Association at the San Francisco Elks Club Feb. 14. He discussed radio as an advertising vehicle and compared it with outdoor advertising.

J. BURYL LOTTRIDGE, formerly of KTUL, Tulsa, Okla., has joined the sales staff of WHO, Des Moines.

ELLIOTT M. SANGER, vice-president and general manager of WQXR, New York, on Feb. 9 spoke on radio censorship before the Men's Club of the New York Society for Ethical Culture.

CLYDE SCOTT, sales manager of KFI-KECA, Los Angeles, has been elected chairman of the sales managers division of the 16th District, NAB. He succeeds Jack Gross, general manager of KEHE.

E. M. STOERR, general manager of Hearst Radio Inc., New York, was in California during early February to inspect KYA, San Francisco and KEHE, Los Angeles.

PAUL E. SOTHARD, formerly merchandise specialist for RCA-Victor Co., New York, has joined the American Record Corp., New York, newest affiliate of CBS, to continue his activities in distributor and dealer operations.

FRED A. PALMER, general manager of KOY, Phoenix, Ariz., has been elected president of the Phoenix Advertising Club.

MARGARET CUTHBERT, NBC director of women's activities, was scheduled to address the annual Homemakers Farm & Home Week at Cornell University Feb. 15 on "Radio: Calling All Women".

H. ALLEN CAMPBELL, general mauager and treasurer of WXYZ and the Michigan Radio Network, left Detroit Feb. 5 for a month's vacation in Florida.

BILLINGS IS NAMED TO WOWO-WGL POST

RESIGNATION of W. Ward Dorrell, as sales manager of WOWO and WGL, Westinghouse stations in Fort Wayne, and appointment of Ford Billings, former Hearst Radio Pacific Coast vice-president, to succeed him, were announced Feb. 7 by W. C. Swartley, general manager of the stations.

Mr. Dorrell

Mr. Billings

Mr. Dorrell joins John Blair & Co., station representatives, becoming a member of its Chicago organization. Prior to going to Fort Wayne, Mr. Dorrell was associated with Westinghouse operations in Springfield.

A pioneer figure in radio, Mr. Billings formerly headed WGR, Buffalo, and WLW, Cincinnati, as manager, and later joined KSTP, St. Paul, as commercial manager. In 1934 he joined the Hearst organization as manager of WCAE, Pittsburgh, and two years later was transferred to Los Angeles.

WILLIAM R. ALDRICH, head of Time Service, a Fort Wayne telephone information organization, has joined the sales staff of WOWO and WGL, Fort Wayne. He succeeds Robert H. Carto, who has joined the United Printing Co., Fort Wayne.

Kahn Heads KFDM

KFDM, Beaumont, Tex., on Feb. 1 formally began operation under the ownership of Beaumont Broadcasting Corp., with Darold A. Kahn, former general manager of KGKO, Fort Worth, as its operating head. The FCC announced Dec. 30 its final approval of voluntary assignment of the station from Sabine Broadcasting Co. to the new company, upon furnishing of additional evidence in connection with the sales contract, the transaction having been approved contingent upon supplying of this data as of Dec. 16. The price paid for the station was $115,000. KFDM operates on 560 kc. with 1,000 watts day and 500 watts night and is an NBC outlet.

Ramsay Continues

MARION L. RAMSAY, director of information of the FCC, and C. Alphonso Smith, his assistant, on Feb. 7 were retained by the FCC for another temporary period of one month, or until March 11. Mr. Ramsay, on leave from the Rural Electrification Administration, and Mr. Smith, connected regularly with the Soil Conservation Service, were designated three months ago to serve with the FCC temporarily upon reorganization of the Information Office.

APPLICATION was filed with the FCC Feb. 2 by Mayor LaGuardia of New York, requesting full-time operation for WNYC, New York municipal station. WNYC is now required to sign off at sunset because it operates on the same wave length (810 kc.) as WCCO, Minneapolis.

C. C. Pyle Dies Of Heart Illness

CHARLES C. PYLE, president of Radio Transcription Co. of America, Hollywood, and former sports promoter, died Feb. 3 in his Van Nuys, Cal. home from a heart attack. He had been in failing health since a stroke five years ago. Mr. Pyle, who was president of the Association of Radio Transcription Producers of Hollywood Inc., at the time of his death, attracted international attention in 1928 when he staged the bunion derby, a cross country race on foot from Los Angeles to New York, in which more than 200 persons competed.

His other sport exploits included management on nationwide tours of Red Grange, famous Illinois football player and Suzanne Lenglen, French tennis champion of her day. He also promoted a motion picture deal for Grange. After years as an organ salesman, Mr. Pyle operated a chain of motion picture theatres in Illinois, during which time he became acquainted with Grange and started his colorful sports promotion career.

Because of his method of promotion and insistence on cash deals, he acquired the nickname of "Cash and Carry" Pyle. He retired from sports activities eight years ago and turned to the production and distribution of transcriptions. Three years ago he became sole owner of Radio Transcription Co. of America, acquiring the interests of his associates. Beside his widow, Elvia Allman Pyle, Hollywood radio actress, he is survived by a daughter, Mrs. Katherine Malan of San Francisco.

Warren McKee Jr.

WARREN McKEE Jr., 31, member of the staff of WAIM, Anderson, Ind., was found dead in his apartment on the second floor of WAIM studios Jan. 26. He died either of heart trouble or was asphyxiated during his sleep by escaping gas. His body was found when station employes smelled gas and investigated. Besides his duties as auditor and salesman at WAIM Mr. McKee appeared on many programs. His rich baritone voice was frequently heard over the station, at local churches and other similar entertainments. A 30-minute memorial service, which included musical numbers by leading local artists, and transcriptions of some of his favorite hymns in his own voice, was presented by WAIM Sunday, Jan. 29.

William A. Prole

WILLIAM A. PROLE, former Berkeley, Cal., broker and self-styled "father of radio", died in Los Angeles Feb. 4 from injuries received when struck by an automobile. He was 52. Mr. Prole claimed to have backed Francis McCarthy, who first transmitted the human voice through the air, between Los Angeles and San Diego in 1912. He claimed that he spent $500,000 and nine years developing radio following McCarthy's death.

FRANKLIN BINGMAN, KHJ, Los Angeles, news commentator, has been cast as a radio announcer in the RKO motion picture "Whispering Enemies" to be released soon.

Primary Area
Secondary Area
PA.
W.VA.
CUMBERLAND
WTBO
MD.
VA.

HERE'S A DEAD SPOT FOR NETWORK STATIONS!

The rich area in and around Cumberland is without consistently satisfactory radio service from any station other than WTBO.

Because of the mountainous condition of this vicinity network stations regardless of power do not do an effective job.

In WTBO's service area are 98,400 radio families that depend solely on WTBO for news, entertainment and other features tailored to their tastes.

To get the most in sales and distribution in this market your one MUST medium is WTBO.

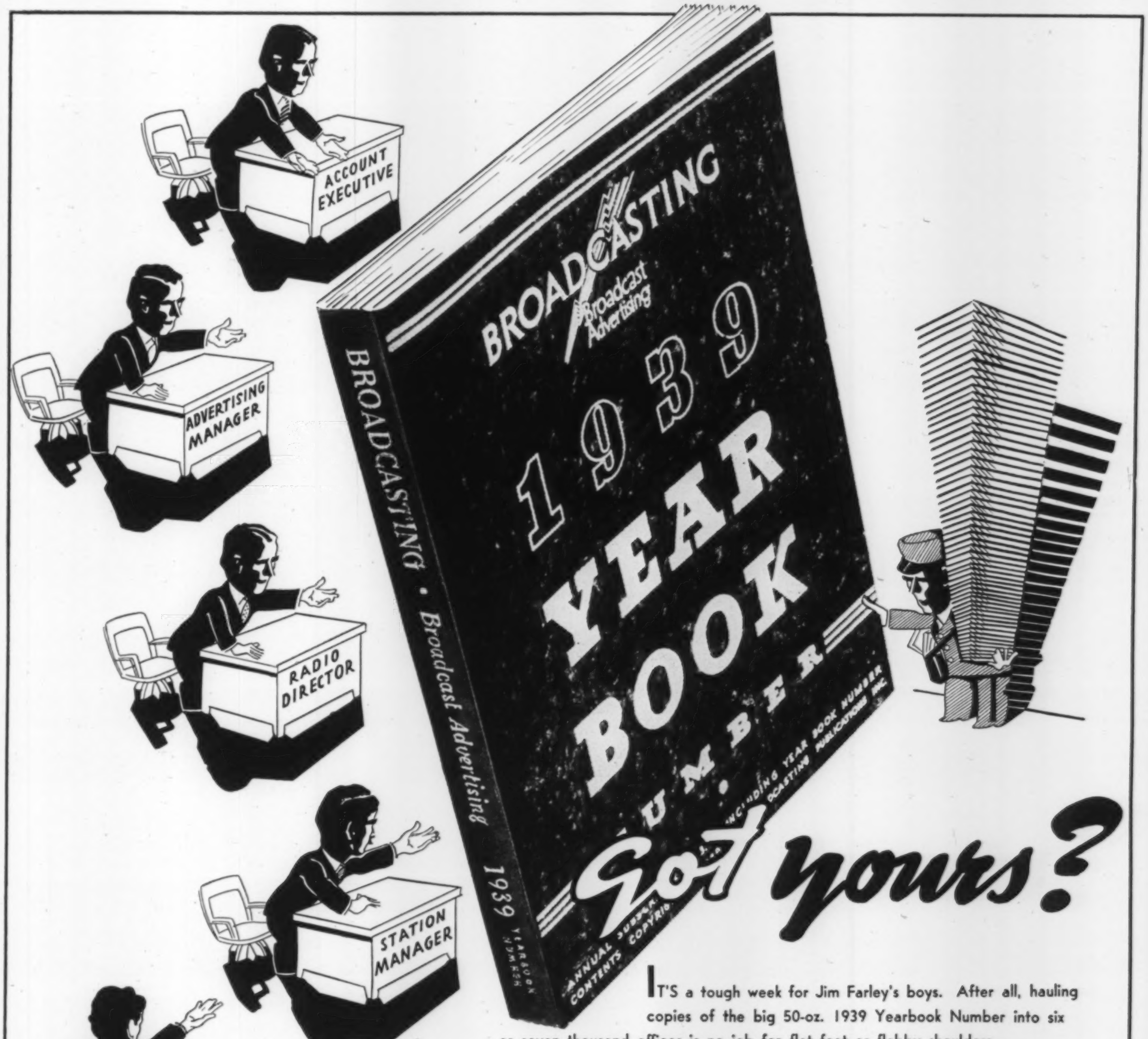
No Network Stations Serve This City!

WTBO

CUMBERLAND · MARYLAND

800 KC · ★ Clear Channel ★ 250 WATTS

NATIONAL REPRESENTATIVES: JOSEPH H. McGILLVRA


ACCOUNT EXECUTIVE
ADVERTISING MANAGER
RADIO DIRECTOR
STATION MANAGER
TECHNICIAN
BROADCASTING Broadcast Advertising
1939
YEAR BOOK NUMBER
BROADCASTING • Broadcast Advertising 1939
Got yours?

IT'S a tough week for Jim Farley's boys. After all, hauling copies of the big 50-oz. 1939 Yearbook Number into six or seven thousand offices is no job for flat feet or flabby shoulders.

Those whoops and hollers? They come from account executives, advertising managers, sales managers, radio directors, station managers and technicians. They have just discovered that the 396-page 1939 Yearbook Number is the absolute tops in accuracy, completeness, compactness, usability, readability.

They get their copies with their subscriptions to BROADCASTING.

Got yours?

a few of the 55 directories in the Yearbook Number

Summary-Index of program ideas and titles.
Radio Outline Map of the U. S. and Canada.
Survey of 1938 business of broadcasting with study of economics of radio.
U. S. and Canadian radio stations and personnel listed by states, frequencies, call letters.

Newspaper ownership of radio stations.
Network rates and personnel.
Directory of station representatives.
Census of radio homes by counties, with urban and rural analyses.
1938 program popularity survey.

Directory of advertising agencies handling radio accounts.
Directory of transcription, recording, talent services.
Status of new stations.
Log of broadcasting stations of world, listed by countries and showing whether commercials are carried.

USE ATTACHED SUBSCRIPTION CARD!

BEHIND the MIKE

JAMES STIRTON, formerly of the NBC Artists Service, New York, has been named manager of the NBC-Chicago Artists Service. Mr. Stirton, 27, joined the New York NBC staff in 1929 and since Oct. 15, 1937, has been an executive of the James L. Saphier Agency, New York.

HAROLD GRAMS, staff announcer of KSD, St. Louis, was married early in February to Florence Tippens, of Rock Island, Ill. They were presented with an electric cooker by the KSD staff.

IRVIN ABELOFF, program service manager of WRVA, Richmond, is the father of a 7 lb. 9 oz. daughter, born Feb. 4.

ARTHUR H. BUCKNAM, of the program staff of WCSH, Portland, Me., has shifted to the sales staff.

FRANK RAND, public relations director of CBS-Chicago, has gone to San Francisco to act as CBS's delegate at the opening of the Golden Gate Exposition Feb. 18. He will be representative of Louis J. Ruppel, newly appointed CBS publicity director, in visiting points en route and contacting CBS stations.

MAURICE HAYES, continuity chief of WSUN, St. Petersburg, Fla., is the father of a girl born Jan. 30.

MARGUERITE HOOD, of the production staff of KGVO, Missoula, Mont., is giving radio talks at woman's club meetings in the KGVO area.

ROGER BAKER, for ten years staff announcer of WGR and WKBW, Buffalo, has been appointed sports announcer for WLW and WSAI, Cincinnati, succeeding Walter (Red) Barber, who will announce baseball for General Mills.

GEORGE D. LOTTMAN, New York press agent, on March 1 is merging his business with Radio Feature Service of New York, Chicago and Hollywood.

ED HUMPHREY, announcer of WJJD, Chicago, is convalescing following an attack of scarlet fever.

LARRY NIXON, special events director of WNEW, New York, has resigned, effective Feb. 15, to complete a second travel book, companion volume to his current *Vagabond Voyaging*.

BOB GARRETT, Hollywood commentator, has started a weekly quarter-hour movie gossip program on KMPC, Beverly Hills, Cal.

JOSEPH RIES, educational director of WLW, Cincinnati, recently was elected president of the third division of Ohio Kiwanis Council, made up of officers of the 14 clubs in the third division.

DAVID BROEKMAN, musical director of CBS *Texaco Star Theatre* program and Frederick Stark, conductor, have opened offices in the Music Box Theatre Bldg., Hollywood, to specialize in the sale of special arrangements and original music for radio. Ben Barenblatt is business manager.

LITA HIEBERT, who recently resigned from the CBS Hollywood publicity staff for radio acting, made her debut as a double-talking comedienne on the *Joe Penner* program Feb. 9.

Biddick's Big Day

WALTER BIDDICK, head of Walter Biddick Co., Los Angeles, station representatives, and Mrs. Biddick on Feb. 14 celebrated their silver wedding anniversary with a family dinner. On that same day his parents, Mr. and Mrs. W. J. Biddick of Los Angeles, observed their golden wedding anniversary.

WILLIAM SEXTON, formerly of KWK, St. Louis, has joined the announcing staff of WCFL, Chicago. Bill Leyden, WCFL announcer, has returned to work following a severe case of influenza. Ed Paul, announcer of WCFL, is convalescing at Mercy Hospital, following an operation.

BOB GOLDSTEIN, formerly with Air Features, New York, recently joined WMCA, New York, to develop and sell original program ideas.

GEORGE APPLEGATE, KFI, Los Angeles, announcer and Marie Louise Francis of Santa Monica, Cal., were married Jan. 23 in Yuma, Ariz.

NORMAN BROKENSHIRE, veteran radio announcer, recently substituted for eight days during the absence of Fred Uttal, regular announcer, on the CBS program *Big Sister*, sponsored daily by Lever Brothers for Rinso.

DOROTHY GORDON, noted children's authority heard thrice-weekly on WOR-Mutual for Wheatena, has started work on a movie short subject, *City Mouse and the Country Mouse*, with puppet characters. Miss Gordon handles dramatizations and songs for the production.

CARLTON KaDELL, Hollywood announcer and president of Los Angeles Chapter, AFRA, is being tested by M-G-M for a feature part in the film "Lucky Night".

FRANK RUSSELL, KFI-KECA, Los Angeles, announcer, is the father of a baby girl, Marilyn Anne Russell, born Jan. 28.

CAREY ALLEN, formerly head of the collections department of KTAR, Phoenix, has been named office manager of KVOA, Tucson. He is succeeded at KTAR by Harper Phillips, formerly with the advertising departments of the *Arizona Republic* and *Phoenix Gazette*.

GEORGE COMTE and Warren Mead, announcers of WTMJ, Milwaukee, recently underwent appendectomies.

JOHN LANG, formerly New York announcer recently signed by RKO Radio Pictures, Hollywood, has been cast as a radio announcer in the film "The Flying Irishman".

PORTER RANDALL, formerly of the *Kansas City Star* and several Kansas and Missouri stations, has been named news editor of KGKO, Fort Worth. Thaine Engle, formerly with KCKN, Kansas City, Kan., has joined the KGKO announcing staff, and Elbert Haling, formerly publicity-continuity director of WFAA-WBAP, Dallas-Fort Worth, has been added to the merchandising-publicity department.

WILFORD DAVIDSON, former chief announcer of CKY, Winnipeg, returned Feb. 1 after nearly a year at the Montreal studios of the CBC. Robert Morrison, CKY announcer, resigned to go into radio work in Eastern Canada.

JACK TOBIN, announcer of KFBK, Sacramento, Cal., recently married Miss Lutie White.

WILLIAM B. SEARS, formerly with several Midwest stations, has joined KFBK, Sacramento, Cal., as announcer-producer.

WHEN THEY *Write*
YOU KNOW THEY LISTEN

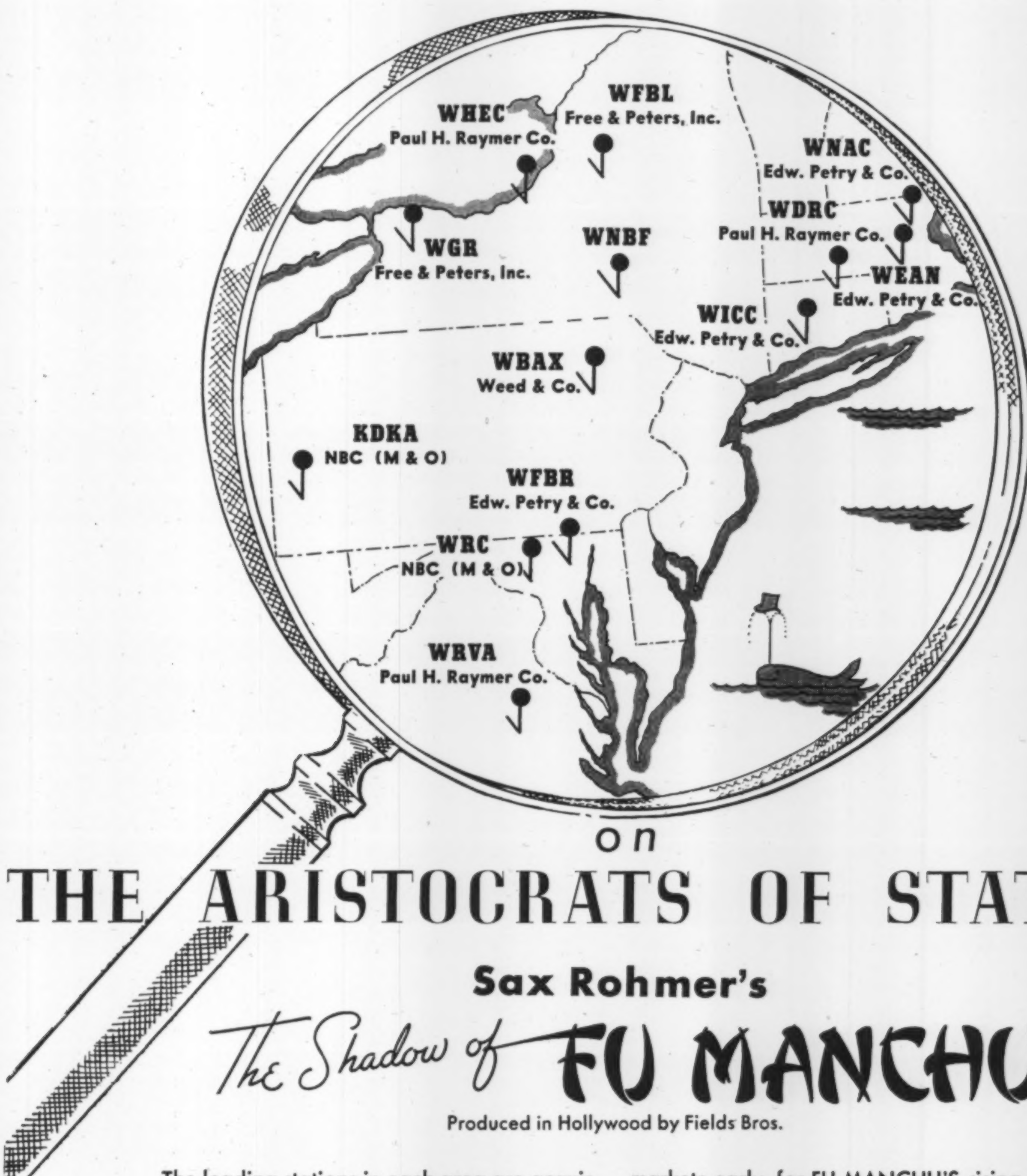
And WIBW listeners DO write . . . 347,473 friendly, "homey" letters last year from listeners who consistently guide their buying habits by the neighborly recommendations of WIBW. Let us show you a mail count map.*

* *WIBW listeners have also been checked in a statewide, house-to-house survey. You'll want to see **it** too.*

WIBW "*The Voice of Kansas*"
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

THE ARISTOCRAT OF PROGRAMS


WHEC
Paul H. Raymer Co.
WFBL
Free & Peters, Inc.
WNAC
Edw. Petry & Co.
WDRC
Paul H. Raymer Co.
WGR
Free & Peters, Inc.
WNBF
WEAN
Edw. Petry & Co.
WICC
Edw. Petry & Co.
WBAX
Weed & Co.
KDKA
NBC (M & O)
WFBR
Edw. Petry & Co.
WRC
NBC (M & O)
WRVA
Paul H. Raymer Co.

on

THE ARISTOCRATS OF STATIONS

Sax Rohmer's

The Shadow of FU MANCHU

Produced in Hollywood by Fields Bros.

The leading stations in each area are acquiring Radio's Great Serial Program . . . providing an unbeatable combination for national spot advertising.

- Agencies and national advertisers, seeking outstanding results, will claim their markets early, for FU MANCHU'S rising tide of popularity is certain to sweep the country after its general release.
- Communicate with us for information concerning the stations controlling "THE SHADOW OF FU MANCHU" in each market.

RADIO *Attractions, Inc.*

R. K. O. BUILDING • RADIO CITY • NEW YORK

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

"The Shadow Of Fu Manchu"

Radio's greatest serial, available for national sponsor!

The sensational, madly scheming Dr. Fu Manchu—in a thrilling serial, crammed with drama, romance, intrigue and destined for radio history during 1939. A fifteen minute program dramatized three times weekly. Wire for full details!

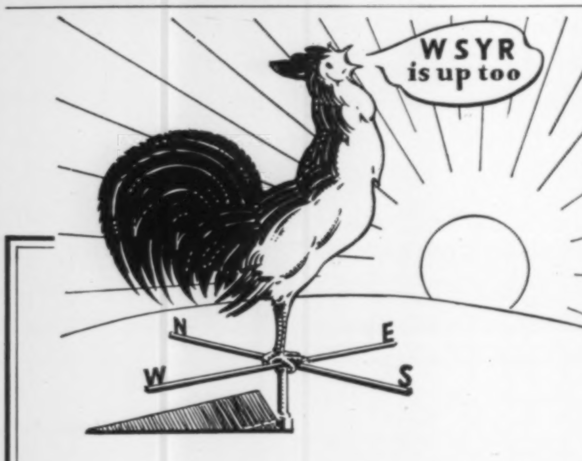
BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

BOB DuFOUR, formerly of WSJS, Winston-Salem, N. C., has joined the announcing staff of WPTF, Raleigh, replacing Clay Daniel, who has joined WDNC, Durham. Wesley Wallace, formerly production manager of WPTF, has been named assistant program director in addition to his former duties.

TED GATES, formerly producer-announcer on the staff of Allied Advertising Agencies, Los Angeles, has been made production manager of KMBC, Beverly Hills, Cal. He succeeds Arthur E. Sutton who resigned to join a Detroit agency.

GENE TRACE, formerly of WLW, Cincinnati, has been named program director of WMBD, Peoria, Ill. He succeeds Harold Bean who has joined the NBC production staff in Chicago.

PAUL GATES, assistant supervisor of announcers at NBC, San Francisco, appeared at the studios on crutches due to a leg injury.



WHEN THE COCK CROWS WSYR IS ON THE AIR!

An institution devoted to real service must not forget that it serves thousands of families for whom the day starts in the wee small hours . . . and WSYR is in the heart of one of the richest farming areas of the country.

So we are on the air every morning at 6 o'clock with devotions, news flashes and interesting and lively program material.

Regular mail from 400 communities tells us that our morning features are listened to and deeply appreciated.

More than a million loyal listeners tune in at 570 kc. "early and often" through each day to hear the finest programs of our major networks. No other station in New York State makes all such fine programs available.

We invite you to test the prestige and power of WSYR in the near future.

570
KC

WSYR
SYRACUSE

KEN CRAIG, for 13 years in radio, recently with KNX, Hollywood and before that with the old KFWI, San Francisco, recently was added to the announcing staff of KSFO, San Francisco. He replaces Vance Graham, who resigned because of ill health to return to his home in Colorado Springs.

CHARLES PENMAN, production manager of Don Lee Broadcasting System, Los Angeles, has taken on additional duties of program director of television broadcasts. Change relieves Jaime del Valle of the television post, permitting him additional radio production activity.

MAT BROOKS and Eddy Davis, Hollywood writers for several network programs, have been signed by George White to do sketches for his "Scandals" which goes into rehearsal in New York April 15.

HANK WEAVER, free lance sports announcer, has joined KEHE, Los Angeles, replacing Reid Kilpatrick, resigned.

BOB PINKERTON, announcer of KDON, Monterey, Cal., was recently named publicity director of the station.

WILLIAM POWER, formerly continuity writer of 2GB, Sydney, Australia, arrived in Hollywood in late January and will remain in California writing for radio and motion pictures.

HAROLD HUGHES, announcer and production man for five years at KOIL, Omaha, has been named acting program director. Bud Thorpe has been appointed assistant program director in charge of special events.

JACK PARKER, formerly of WJIM, Lansing, Mich., has joined WBCM, Bay City, Mich., specializing in news broadcasts. Hub Jackson, formerly of WELL, Battle Creek, is chief sports announcer at WBCM.

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KPO, KGO Announcers Against Joining AFRA

ANNOUNCERS on the staffs of KPO and KGO, NBC stations in San Francisco, recently voted against joining the American Federation of Radio Artists, asserting that they had everything to lose and nothing to gain.

NBC announcers in San Francisco are members of the Associated Radio Employes, an organization of NBC workers. Under ARE agreements the announcers are paid $25 for commercial programs on regional networks, whereas AFRA is seeking a fee of $15 plus $5 for rehearsals. The NBC announcers also have a higher wage scale than that demanded by AFRA.

It is understood an attempt probably will be made in March to force the KPO-KGO announcers to join AFRA by prohibiting artists from working on commercial broadcasts announced by non-members of AFRA.

CHARLES BATTERS, Alabama U. graduate, has joined the announcing staff of WBRY, Waterbury, Conn.

MARY ALCOTT, formerly heard on WLW and network programs, has joined KMOX, St. Louis, replacing Lorraine Grimm, now with *Lucky Strike Hit Parade* as singer.

STERLING V. COUCH, program director of WDRC, Hartford, spoke on "Program Planning and Scheduling" before the radio forum at the Hartford YMCA on Feb. 8.

RAY LYON, head of the recording department of WOR, Newark, spoke on "Electrical Transcriptions, Their Manufacture and Uses" Feb. 3 before the public relations council of the National Tuberculosis Assn. in Rockefeller Center.

CON FORD, formerly of WATR, Waterbury, Conn., has joined WNLC, New London, and Gordon Wilcox has joined WTIC, Hartford, succeeding Harry Clark, now with CBS.

VIRGINIA GOLDEN has joined WKRC, Cincinnati, as feature editor of the *Woman's Hour* program.

MARION NEVILLE, of KFXJ, Grand Junction, Colo., has purchased a new airplane. KFXJ engineers will supervise installation of its radio equipment.

BOB KENEFICK Jr., public relations director of WFBL, Syracuse and his wife, Betty Barden Kenefick, former commentator of WIBX, Utica, are parents of a boy born recently.

SAM WOODWORTH, general manager; Bob Soule, vice-president; and George Perkins, program director of WFBL, Syracuse, have conducted special classes on radio technique at Syracuse University in the last several weeks. Bud Squires, news editor, is next on the list.

GEORGE PERKINS, WFBL program director, is back at his desk after a severe attack of grippe.

ROGER GOODRICH, Syracuse University graduate student in University Radio Workshop, has joined WFBL, Syracuse, as part-time announcer.

FLOYD DWIGHT RODGERS Jr., has been named *Esso Reporter* by WIS, Columbia, S. C.

DOROTHY MALLINSON, formerly of Ruthrauff & Ryan, Chicago, has joined the William Morris Agency, Chicago.

GEORGE WILLARD, announcer of WGN, Chicago, has resigned to attend Wisconsin U.

EDITH MORGAN PERRON, formerly of Howard G. Mayer Co., Chicago publicity firm, has joined the press department of NBC-Chicago, to replace Marge Kerr, who has joined Tom Fizdale Inc., New York.

RUSSELL HIRSCH, who recently completed a radio course at Cincinnati Conservatory, has joined the announcing staff of WCOC, Meridian, Miss. He formerly was with WRBL, Columbus, Ga., WCPA, Pensacola, Fla., and WNOX, Knoxville.

TED MAC MURRAY, supervisor of production of CBS-Chicago, is the father of a boy born Jan. 31.

KEN ELLINGTON, special events announcer of WBBM, Chicago, is the father of a boy born Jan. 27.

MICHAEL FISH, for 10 years assistant city editor and chief of photographic staff of the *Chicago Times*, has been appointed head of the CBS photographic division, succeeding Joseph McElliott, who resigned Jan. 30. Appointment of Mr. Fish was made by Louis Ruppel, CBS publicity director, who up to last month was managing editor of the *Chicago Times*.

LEONARD BRADDOCK, head of NBC's information bureau in New York, on Jan. 28 left for Chicago to set up a similar bureau in NBC's headquarters in that city.

FRED EDWARDS, former news commentator for WKRC, Cincinnati, and recently in charge of radio production for the Pan-American Exposition, has joined the announcing staff of WHN, New York.

AL GODWIN, formerly of WLW, Cincinnati, and for six months relief announcer at WWL, New Orleans, has joined the WWL staff as regular announcer.

CLAIR WEIDENAAR has been named acting special events director of WKRC, Cincinnati, according to Manager Bill Schudt.

LLOYD CLAY, formerly of KWTO-KGBX, Springfield, Mo., has joined KMOX, St. Louis. Joe Evans, formerly an announcer with KWTO-KGBX, recently joined KSD, St. Louis.

BOB Du FOUR, formerly of WSJS, Winston-Salem, N. C., has joined WPTF, Raleigh, replacing Clay Daniel, who has joined WDNC, Durham, N. C.

ALVIN SCHMEISS, new to radio, has joined KDLR, Devils Lake, N. D., as sports commentator under the air name of Al Arnold.

HUGH O. POTTER, formerly city editor of the *Owensboro Messenger & Inquirer*, has joined WOMI, Owensboro, Ky., as public relations director.

BLANCHE BUSKIRK, of the publicity department of WGN, Chicago, has returned to work following a three-weeks' illness.

TO OVERCOME interference from CMQ, Havana, operating on its 780 kc. channel, the FCC Feb. 1 authorized WMC, Memphis, to continue operation with 5,000 watts day and night until March 5, unless the Cuban station in the meantime reduces its power or switches to another channel.

Werble Starts Service

WALLACE WERBLE, former southern manager for Transradio Press Service in Washington, has started publishing *Food-Drug-Cosmetic Reports*, a specialized weekly Washington news letter devoted to Government regulation of the three industries. The first issue of the reports was published Feb. 11. Mr. Werble said his news letter will report the activities and trends of food, drug, and cosmetic regulation by the Food & Drug Administration under the new law, and the regulation of advertising by the Federal Trade Commission under the Wheeler-Lea Act. The reports will be published for circulation among members of the three industries as well as media and agencies handling advertising for these industries.

CBS Publicity Shifts

ARTHUR PERLES, newspaper and publicity man formerly with the *New York Journal-American* and the *New York Daily News*, has joined the CBS publicity staff in New York, taking over the copy desk spot formerly held by Bruce Fouche. Mr. Fouche, Wallace West and Carl Lloyd left the department last week in the general reorganization that is occurring under the direction of Louis Ruppel, new publicity director. No replacement is planned for Lloyd, who was on the night shift, as the special events department, which previously depended on publicity to protect it against news breaks during the night and over weekends, now has its own men on the job around the clock.

Reinsch Named President Of Broadcasters in Ohio

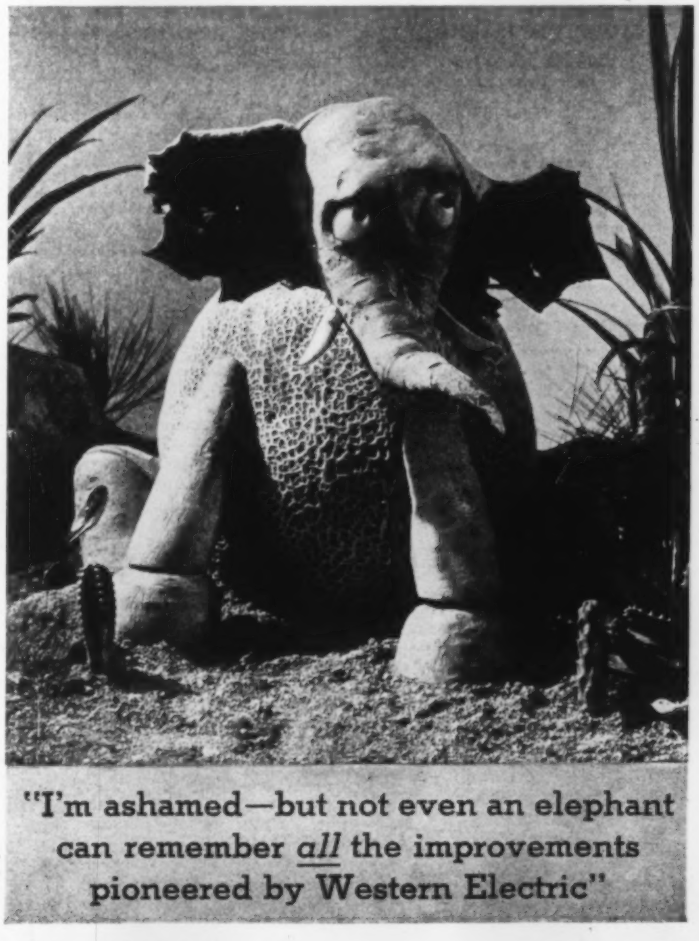
Mr. Reinsch

J. LEONARD REINSCH, general manager of WHIO, Dayton, was elected president of the Ohio Broadcasters Assn., at its meeting in Columbus Jan. 28. He succeeds J. H. Ryan, vice-president of WSPD, Toledo. Vernon S. Pribble, general manager of WTAM, Cleveland, was elected vice-president, and B. A. Manring, assistant manager of WHKC, Columbus, was elected secretary-treasurer.

More than a dozen Ohio broadcasters attended the session, at which industry affairs were discussed. Joseph A. Miller, labor relations director of the NAB, discussed the wage and hour law as it affects the broadcasting industry.

Ashby Honored

A. L. ASHBY, vice-president and general counsel of NBC, was the honor guest at a dinner party tendered him by present and former members of the legal department staff on Feb. 1, commemorating his tenth anniversary with NBC. Place cards were individual drawings depicting the highlights of Judge Ashby's career. He was given a scroll depicting him on the bench in the act of receiving petitions bearing facsimile signatures of each of his associates.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THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Earl May Seed Co., Shenandoah, Ia., daily *sa*, thru Presba, Fellers & Presba, Chicago.
Hemphill Diesel Schools, Chicago, 3 *sa* weekly, Critchfield & Co., Chicago.
American Products Co., Cincinnati, 3 *ta* weekly, thru Guenther-Bradford, Chicago.
Allis Chalmers Mfg. Co., West Allis, Wis., 3 *t* weekly, thru Bert S. Gittins Agency, Milwaukee.
Lancaster Seed Co., Paradise, Pa., 8 *t*, thru C. F. Kern Agency, Philadelphia.
Earl Ferris Nursery, Hampton, Ia., weekly *sp*, thru Lessing Adv. Co., Des Moines.
Firestone Tire & Rubber Co., Akron, weekly *t*, thru Sweeney & James Co., Cleveland.
McConnon & Co., Winona, Minn., weekly *sp*, thru McCord Co., Minneapolis.

WNAX, Yankton, S. D.

American Pop Corn Co., Sioux City, Ia., 2 *sp*, thru Coolidge Adv. Agency, Des Moines.
Council Oak Stores, Sioux City, Ia., *sa* series, direct.
Hamburg Hatcheries, Hamburg, Ia., *sp* series, direct.
Olson Rug Co., Chicago, 24 *sa* weekly, thru Presba, Fellers & Presba, Chicago.
Oshkosh Overall Co., Oshkosh, Wis., 3 *t* weekly, thru Ruthrauff & Ryan, Chicago.
Nash-Finch Co., Minneapolis (Y-B cigars), 18 *sa* weekly, direct.

WTMJ, Milwaukee

Penn Tobacco Co., Wilkes-Barre, Pa. (Eight Bros.), 3 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Emm-an-Cee Co., Chicago (Italian food), 52 *sp*, thru Grant Adv., Chicago.
Justrite Co., Milwaukee (bird seed), 26 *sa*, thru Gustav Marx Adv. Agency, Milwaukee.

WHO, Des Moines

Chamberlain Laboratories, Des Moines (cosmetics), 100 *sa*, thru John H. Dunham Co., Chicago.
Chicago Technical College, Chicago, 2 *sp*, thru Critchfield & Co., Chicago.
Kellogg Co., Battle Creek, 13 *sp*, thru Kenyon & Eckhardt, N. Y.
Schutter-Johnson Candy Corp., Chicago, 26 *sa*, thru Coe, Guy & Walter, Chicago.
Gamble Stores, Minneapolis, 120 *sa*, thru BBDO, N. Y.
Chicago School of Nursing, Chicago, 3 *t*, thru James R. Lunke & Associates, Chicago.
North American Accident Insurance Co., Newark, 13 *sp*, thru Franklin Bruck Adv. Agency, N. Y.
Pioneer Hi-Bred Corn Co., Des Moines, 78 *sp*, thru R. J. Potts & Co., Kansas City.
Radio Electronic Television School, Chicago, weekly *sp*, thru Rickard, Mulberger & Hicks, Detroit.
Hemphill Diesel Schools, Chicago, 6 *sp*, thru Critchfield & Co., Chicago.
Omar Mills, Omaha, 24 *sa*, thru Lyle T. Johnston Co., Chicago.
Standard Brands, New York (Tenderleaf tea), weekly *sa*, thru J. Walter Thompson Co., N. Y.

WFBR, Baltimore

Axton-Fisher Tobacco Co., Louisville (20 Grand), 78 *t*, thru McCann-Erickson, N. Y.
M. J. Breitenbach Co., New York (Pepto Mangan), 78 *sa*, thru Morse International, N. Y.
Hecker Products Corp., New York (2-in-1 polish), 50 *t*, thru BBDO, N. Y.
Manhattan Soap Co., New York (Sweetheart), 52 *t*, thru Franklin Bruck Adv. Corp., N. Y.
Ex-Lax Inc., Brooklyn, 240 *sa*, thru Biow Co., N. Y.

WCHS, Charleston, W. Va.

Standard Oil Co. of N. J., New York (Esso), 4 *sp* daily, thru Marschalk & Pratt, N. Y.
Coca Cola Co., Atlanta, 5 *t*, weekly, thru D'Arcy Adv. Co., St. Louis.
Lever Bros. Co., Cambridge, 10 *t* weekly, thru Ruthrauff & Ryan, N. Y.
William Wrigley Jr. Co., Chicago, 5 *t* weekly, thru Neisser-Meyerhoff, Chicago.

WDBJ, Roanoke, Va.

Kroger Grocery & Baking Co., Cincinnati (Hot Dated coffee, Clock bread), 10 *t* weekly, thru Ralph H. Jones Co., Cincinnati.
Joe Lowe Corp., New York (Popsicles), 3 *t* weekly, thru Biow Co., N. Y.
Household Magazine, Topeka, 3 weekly *t*, thru Presba, Fellers & Presba, Chicago.

KARK, Little Rock, Ark.

Jackson Brewing Corp., St. Louis, 6 *sp* weekly, thru Anfenger Adv. Agency, St. Louis.
Burrus Mill & Elevator Co., Fort Worth, 6 *t* weekly, direct.
Gebhardt Chili Powder Co., San Antonio, 52 *sa*, thru Grant Adv., Dallas.
Gardner Nurseries, Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

WMCA, New York

Roxy Custom Clothes Corp., New York, 3 *sp* weekly, 52 weeks thru Klinger Adv. Corp., New York.
Air Conditioning Training Corp., Youngstown, weekly *t*, 52 weeks thru National Classified Adv. Agency, Youngstown.
Fitch Investors Service, New York, 5 *sp* weekly, 52 weeks thru E. C. van Dyke & Co., N. Y.

KJBS, San Francisco

Guaranty Union Life Insurance Co., San Francisco (life insurance), 18 *sa* weekly, thru Allied Adv. Agencies, San Francisco.

KSFO, San Francisco

United Packing Co., San Francisco (meat packers), 2 weekly *sp*, thru Sidney Garfinkel Adv., San Francisco.
Maytag Co., Chicago (washing machines), 6 *sa* weekly, thru McCann-Erickson, Chicago.
California Prune & Apricot Assn., San Francisco, weekly *sp*, thru Long Adv. Service, San Francisco.
Dr. Miles California Laboratory, Los Angeles (Alka-Seltzer), 14 *sa* weekly, thru Associated Adv. Service, Los Angeles.
Marney Animal Food Co., Los Angeles (Marco Dog Food), weekly *sp*, thru Long Adv. Service, San Francisco.

WFAA-WBAP, Dallas-Ft. Worth

Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Washington State Apples, Seattle, 3 *t* weekly, 6 weeks, thru J. Walter Thompson Co., San Francisco.
Firestone Tire & Rubber Co., Akron, weekly *t*, 13 weeks, thru Sweeney & James, Cleveland.
Hecker Products Co. (Bixby & Shinola Polish), 5 *t* weekly, thru BBDO, N. Y.
Loose-Wiles Biscuit Co., Long Island City, N. Y. (Sunshine Krispy Crackers), 5 *sp* weekly, 39 weeks, thru Newell-Emmett, N. Y.

WBNX, New York

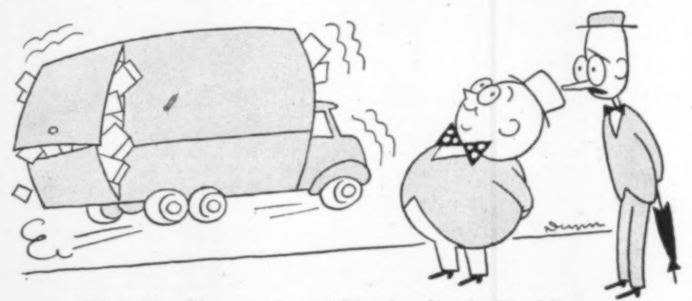
Gambarelli & Davitto, New York (Italian Swiss Colony wines), 2 *sp* weekly, thru De Biasi Adv. Agency, N. Y.
Home Diathermy, New York, 2 *sp*, 5 *sa* weekly, direct.
F. I. Frederics, New York (opticians), 2 *sp* weekly, direct.
Red Star Line, New York (travel), weekly *sa*, thru Ervin S. Acel, N. Y.
Peter Garabedian, New York, weekly *sp*, direct.

WHN, New York

Vapoo Products, New York, 3 *sp* weekly, 52 weeks thru Fuller & Smith & Ross, N. Y.
Lehn & Fink Products Corp., New York (Hinds lotion), 10 *sa* weekly, 9 weeks thru Wm. Esty & Co., N. Y.
Borden's Farm Products, New York (Vitamin D milk), 6 *sa* weekly, 5 weeks thru BBDO, N. Y.
Gottfried & Hanscom Bakeries, New York, 24 *sp* weekly, 52 weeks thru Bud Roth Agency, N. Y.

KFQD, Anchorage, Alaska

Block Mfg. Outdoor Co., Seattle (wash clothing), 3 *sp* weekly, thru Erwin Wasey & Co., Seattle.



WRC Also Moves a Lot of Merchandise in Washington. Pd. Adv.

KDKA, Pittsburgh

Loose-Wiles Biscuit Co., Long Island City, 5 weekly *sp* (to 7-28-39 and 10-2-39 to 12-29-39), thru Newell-Emmett Co., N. Y.
G. E. Conkey Co., Cleveland (feed), 2 *sa* weekly, thru Rogers & Smith, Chicago.
Good Luck Food Co., Rochester, *sa* series, thru Hughes, Wolff & Co., Rochester.
Kemp & Lane Co., LeRoy, N. Y. (proprietary), *ta* series, thru Hughes, Wolff & Co., Rochester.
RCA, New York (recordings), 6 *sp* weekly, direct.
Schutter-Johnson Candy Corp., Chicago, *sa* series, thru Coe, Guy & Walter, Chicago.
Knox Gelatin Co., Johnstown, N. Y., *sa* series, thru Kenyon & Eckhardt, N. Y.

WGN, Chicago

Knox Gelatine Co., Johnstown, N. Y., 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Truscon Laboratories, Detroit (Flor-Dye), 3 *sa* weekly, direct.
Kellogg Co., Battle Creek (All Bran), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Royal Lace Paper Works, Brooklyn (Royalies), 3 *sa* weekly, thru Lawrence G. Gumbinner Adv. Agency, N. Y.
Ironized Yeast Co., Atlanta, weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
General Foods Sales Corp., New York (Post bran flakes), 5 *t* weekly, thru Benton & Bowles, N. Y.

WOR, Newark

Chappel Brothers, Rockford, Ill. (dog food), weekly *sp*, 26 weeks thru C. Wendel Muench & Co., Chicago.
Wilbert Products, New York (No-Rub Floor Wax), weekly *sp*, 52 weeks thru W. I. Tracy, N. Y.
Borden's Farm Products, New York (Vitamin D milk), 4 *ta* weekly, 5 weeks thru BBDO, N. Y.
Washington State Apples, Wenatchee, Wash., 3 *sp* weekly, thru J. Walter Thompson, San Francisco.
Friend Brothers, Melrose, Mass., (bakery division), 5 *sp* weekly, thru Ingalls Adv., Boston.
Alkine Co., New Brunswick, N. J. (Flemolyn), 2 *sp* weekly, thru Chas. Dallas Reach Co., Newark.

WISN, Milwaukee

Royal Lace Paker Works, Brooklyn, 2 *t*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

WICA, Ashtabula, O.

Firch Baking Co., Erie, Pa., daily *sp*, direct.

WCSH, Portland, Me.

Feminine Products, New York (Arrid), 3 *ta* weekly, thru Spot Broadcasting, N. Y.
Mantle Lamp Co., Chicago (Aladdin lamps), 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Standard Oil Co. of N. J., New York (Esso), 18 *sp* weekly, thru Marschalk & Pratt, N. Y.
Carleton & Hovey, Boston (Father John's), 6 *sa* weekly, thru John W. Queen, Boston.
H. J. Heinz Co., Pittsburgh (soup), 6 *ta* weekly, thru Maxon Inc., Detroit.
General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.
Mentholatum Co., New York (proprietary), 3 *ta* weekly, thru Spot Broadcasting, N. Y.
Oxo Ltd., New York (meat extract), 80 *sa*, thru Platt-Forbes, N. Y.
Plymouth Rock Gelatine Co., Boston, 3 *sa* weekly, thru John W. Queen, Boston.
Rumford Baking Co., Providence, 468 *sa*, thru Atherton & Currier, N. Y.
Lever Bros. Co., Cambridge (Spry), 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
American Molasses Co., New York, 26 *ta*, thru H. L. Moore Co., Boston.

Radio Advertisers

RIO GRANDE VALLEY Citrus Exchange, Weslaco, Tex., has completed plans for its fresh fruit season campaign, promoting Texsun and Tex-Maid brands, and through Leche & Leche, Dallas, its agency, reports that it is cooperating with the California and Florida fruit industries and other agencies of distribution in advertising. Most of the radio advertising is done locally through distributors and retail outlets, but special campaigns have been placed on the 23 stations of Texas State Network; the eight stations of Michigan Network; WGAR, Cleveland; WHB, Kansas City, and WRC, Washington.

CHEVROLET dealers in Seattle rotate 50-word announcements on KJR during the 9 p. m. news broadcast six days a week to boost sales of used cars. Listeners are asked to call dealers for demonstration. Dealers report six to ten good prospects from every spot and better than average sales.

GENERAL FURNITURE Co., Chicago, has started an intensive campaign on local stations including one hour five weekly on WAAF; quarter-hour daily on WCFL, WJJD, WIND; nine quarter-hour foreign language programs weekly on WGES; three quarter-hour negro programs weekly on WSBC. Selviair Broadcasting System, Chicago, is agency.

KRESS & OWEN Co., New York, has been running a seasonal spot campaign for Glyco-Thymoline Cough Drops since Jan. 1 on WQXR, New York, consisting of 21 announcements weekly. Peck Adv. Agency, New York, handles the account.

HANOVIA CHEMICAL MFG. Co., Newark (ultra-violet equipment) recently renewed its *Sunshine & Music* program on KYW, Philadelphia Mondays, 11:05-11:15 p. m. The program, formerly heard Saturday mornings, will run indefinitely. Scheck Adv. Agency, Newark, placed the account.

J. C. PENNEY Co., New York, which recently placed its account with Pedlar & Ryan, New York, plans to follow a test on WOW, Omaha, with a spot campaign covering five additional stations.

E. L. STERN, president of Tavannes Watch Co., New York, user of radio time, was in Los Angeles during early February for conferences with Bernard Weinberg, executive of Milton Weinberg Adv. Co., on a proposed advertising campaign.

MINNESOTA Consolidated Canneries, Minneapolis (Butter Kernel corn & peas), on Feb. 13 renewed on an every other week basis, six-weekly participation in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Firm is also using a series of five minute participations in *Home Forum* on KGO, San Francisco. Long Adv. Service, San Francisco, has the account.

STAR OUTFITTING Co., chain clothiers, through Allied Advertising Agencies, San Francisco, has signed a one-year contract for 16 hours weekly on the *Clambake Program* of KRE, Berkeley, a recorded musical feature heard 11 p. m.-1 a. m. nightly.

CLUETT, PEABODY & Co., New York (Sanforized-Shrunk) on March 6, will start a shopper's guide program, *What's News in the Store*, on a Los Angeles station not yet announced. Program will be similar to those sponsored by the firm in eastern centers. Sam Cherr, Young & Rubicam, New York account executive, and Bob Dowling, advertising manager of Cluett, Peabody & Co., were in Hollywood in early February to complete details.

DEPARTMENT store's institutional value in the civic life of the community, with no mention of prices in the brief commercials, features the Broadway Dept. Store's series on KHJ, Los Angeles, starting Jan. 29 and featuring Norman Nesbitt in news commentaries each day. In this picture Lee Ringer (left), president of Lee Ringer Adv. Agency, Los Angeles, is signing 52-week contract, calling for 624 quarter-hours, with Lewis Allen Weiss, general manager of the Don Lee Broadcasting System.

SMART & FINAL Co., Wilmington, Cal. (canned food), sponsoring the five-weekly quarter-hour *Mirandy's Garden Patch* on KFAC, Los Angeles, has also started using daily spot announcements on KFXM, San Bernardino, and KMPC, Bakersfield. Additional radio is planned. Associated Adv. Agency, Los Angeles, has account.

CHARM PRODUCTS Inc., Los Angeles (cosmetics), placing direct and using radio for the first time, on Feb. 27 starts for 52 weeks using five-weekly participation in the early morning Bridge Club on KFI, that city, to exploit its line of Carlyle toiletries.

COMMUNITY LAUNDRY, Hollywood (chain), out of radio for the past year, on Feb. 5 started using a daily quarter-hour transcribed musical program on KIEV, Glendale, Cal., in a test campaign with a soap premium offer. Extensive use of Southern California stations is planned following the test. Agency is Crundall & Lester Adv. Co., Los Angeles.

NATIONAL ORANGE SHOW, San Bernardino, Cal., through Chet Crank Inc., Los Angeles, on March 15 will start a 10-day campaign to publicize the annual event, using from two to four spot announcements daily on KHJ KFI KFOX KRSD KFXM. Other radio is also planned.

A. E. STALEY MFG. Co., Decatur, Ill., (Cube and Cream Corn Starch), on Feb. 27 will start a ten week Southern California campaign using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* program on KNX, Hollywood. Agency is Gardner Adv. Co., St. Louis.

FRUIT INDUSTRIES Ltd., New York, since Jan. 23 has been sponsoring Fulton Lewis Jr. and his thrice-weekly MBS news commentary programs on WOL, Washington. Lawrence Fertig & Co., New York, handles the account.

AMERICA'S 4th MARKET

KEHE

IS *GOOD* INSURANCE

IN LOS ANGELES

AMERICAN RU-MARI Co., Hollywood (proprietary) using radio for the first time and placing thru General Adv. Agency, Los Angeles, on Feb. 5 started a weekly quarter-hour program, *Life Begins Today*, on KHJ, Los Angeles, and KGB, San Diego. Contract is for 13 weeks and program features Churchill Murray, commentator. The firm, through Crundall & Lester Adv. Co., Los Angeles, on Feb. 8 also started using 10 weekly quarter-hour transcribed musical programs on KIEV, Glendale, Cal., in a test and plans to add other Southern California stations to its list through that agency.

AMERICAN HOSPITAL Assn., Los Angeles (cooperative hospital and medical service), using radio for the first time and placing thru Crundall & Lester Adv. Co., that city, on Feb. 6 started using two daily spot announcements on KFAC, in a 30-day test. Other Southern California stations will be added.

OAKLAND Zone Pontiac Dealers recently contracted with KSFO, San Francisco, for sponsorship of the early morning edition of *Streamlined Headlines*, news broadcast six times weekly, 7:45 to 8 a. m., presented by Bob Garred. Account placed through McManus, John & Adams, Detroit.

S. C. JOHNSON & SON, Sydney, Australia, (wax) through Willmott Adv. Agency, that city, has started sponsoring *Five Star Theatre* on 2UW, Sydney. The series was transcribed by 20th Century Radio Productions, Hollywood, and leased from American Radio Transcription Agencies, Sydney, which controls the program in Australasia.

DODGE DEALERS of Chicago, has started a 45-minute Sunday afternoon program titled *Rhythm at Noon* on WBBM, Chicago. The live talent variety show has been signed for 52 weeks. Ruthrauff & Ryan, Chicago, is agency.

PROFIT
LOSS
MAC says

"PUT YOUR STATION on the PROFIT SIDE with *Top Flight Talent* TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929 . . . ask your Local Station

C.P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

SHREVEPORT

Led All Louisiana Cities in Building for 1938

Led New Orleans by 25% | *Eleventh Place in South—38th in Nation*

and in 1939

Shreveport is more than 250% ahead of same period last year

(1st Four Weeks)

Besides being a rich market in itself, Shreveport is the center of the rich Arkansas, Louisiana, Texas area, one of the few consistent WHITE SPOTS on the Nation's Business Map in 1938. KWKH-KTBS completely covers this golden market.

In the Center of the World's Greatest Oil and Gas Area

KWKH 10,000 WATTS CBS

REPRESENTED BY THE BRANHAM CO.

KTBS 1,000 WATTS NBC

SHREVEPORT • LA •

In West Va., S. W. Pa.
E. Ohio and W. Maryland

SPOT YOUR SHOTS FOR BEST RESULTS OVER WMMN

28,182

pieces of fan mail received from 43 states during January, 1939.

ASK

any family group in the WMMN territory which station they tune to most of the time.

ASK

any merchant which advertising medium they prefer to have you use to move YOUR MERCHANDISE from their shelves.

PROGRAMS THAT WIN 'EM

Friendly programs! Home Folks Programs! From barn dance fiddling to hymns around the old parlor organ. WMMN programs are a part of the everyday life of the town folks of 4 states — WHY? — Because they have a genuineness quite beyond planned SHOWMANSHIP.

PERSONALITIES THAT SELL 'EM

You will be introduced as A FRIEND into thousands of West Virginia, Pennsylvania, Ohio and Maryland homes. Your product receives their recommendation as a friendly neighbor, and listeners buy because of confidence in WMMN and its staff of sincere microphone salesmen. Here is a vast loyal audience — ready to hear about your product—able to buy it. Put your sales message where results are assured.

OUR NEW POWER OF 5,000 WATTS

IS GIVING OUR ADVERTISERS NEW SURPRISES DAILY

WMMN

FAIRMONT W.VA.

CBS AFFILIATE

ISBELL RESTAURANTS, Chicago, have started sponsorship of *Challenging the Experts*, a Sunday afternoon half-hour show on WJJD, Chicago. [BROADCASTING, Feb. 1], patterned after *Information Please*. The series is confined to sports, draws its experts from local newspaper sports departments, offers cash prizes for listeners who stump the experts. Contract is for 52 weeks. A. J. Hoffman & N. Harrigan, Chicago, has the account.

TOWNSEND National Recovery Plan Inc., through Interstate Adv. Agency, Cleveland, announces a thrice weekly spot campaign reporting Washington Townsend activities over the following Ohio stations: WADC, Akron; WICA, Ashtabula; WHK, Cleveland; WHKC, Columbus; WCPO, Cincinnati; WHIO, Dayton; WPAY, Portsmouth; WSPD, Toledo. Account was also placed on WWVA, Wheeling, W. Va.

PHILCO REFRIGERATOR Co., has been formed as a subsidiary of Philadelphia Storage Battery Co. to manufacture refrigerators under rights acquired from Fairbanks, Morse & Co., whose plant is now under Philco control. W. Paul Jones, of Indianapolis, is president of the new firm.

FRUIT INDUSTRIES, San Francisco (Guasti wine), in a test campaign, on Feb. 14 started using five one-minute transcribed dramatic announcements weekly on 6 Don Lee network stations (KHJ, KDB, KGB, KFXM, KVOE, KXO). Series was cut by Radio Recorders Inc., Hollywood. Agency is Emil Brisacher & Staff, Los Angeles, with Robert J. Davis, account executive.

WECO PRODUCTS Co., Chicago (Dr. West's toothpaste), on Feb. 27 will start sponsoring two MBS programs *The Green Hornet* on WAAB, Boston, and *The Lone Ranger* on WHK, Cleveland. The company plans further use of radio later in March. Austin & Spector, New York, placed the account.

It Speaks Their Language

CKAC

MONTREAL

- 15,000 people write letters to CKAC — every week!
- 7,500 Montrealers attend CKAC studio shows in three radio theatres — every week!
- CKAC feeds nearly 20 hours of French shows to the Quebec network — every week.
- The reason:

1. Three-fourths of Montreal's population speak French.
2. CKAC speaks French.

Canada's **B**usiest **S**tation

IT WAS "unusual" Southern California weather that greeted cast of the NBC *Fibber McGee & Co.* program, sponsored by S. C. Johnson & Son (floor wax), when they arrived in Hollywood from Chicago in late January to make their permanent home. Armed with umbrellas for the occasion were (l to r) Billy Mills, orchestra leader; Harlow Wilcox, announcer; Cecil Underwood, account executive of Needham, Louis & Brorby, and Alex Robb, Hollywood manager of NBC Artists Service. Program now emanates from Hollywood on NBC-Red network.

McGuire, Ellis Affiliate With WBS Sales Staff

MASON McGUIRE, former account executive of N. W. Ayer & Son and before that a well-known Washington correspondent, has joined the New York sales staff of World Broadcasting System. He joined the Ayer Philadelphia headquarters 13 years ago, later becoming a radio director in the Chicago office and for the last four years has been radio executive on the Kellogg account in the Philadelphia office.

Girard Ellis, for the last six years manager of Brunswick and Columbia Recording Studios in Chicago, has joined the Chicago sales staff of WBS under Read Wight, Midwest manager. Before joining Brunswick, Mr. Ellis maintained his own radio agency and also was associated with the Judson Radio Program Corp.

A PLAQUE for radio programs advancing Americanism was recently awarded to *Rainbow House* program on WOR, Newark, conducted by "Big Brother" Bob Emery every Sunday morning, by the John Purroy Mitchell Post of the American Legion.

3 GENTLEMEN FROM INDIANA

WGBF EVANSVILLE | **WBOW** TERRE HAUTE | **WEOA** EVANSVILLE

Three promotion men from Indiana ready to go to market for you . . . and how they can sell! Experience shows that they, like our other Stations, produce

Results That Count!

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

TRANSCRIPTIONS

WSPT, Salisbury, N. C., and CKCA, Kenora, Ont., have become subscribers to the World Program Service, making a total of 12 new stations since Jan. 1. The WBS Library list now totals 198, an all-time high.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WCLS WCOV WJBK KWTO-KGBX CHML XEQ WTRC KRLD.

JERRY ELLIS, formerly of Columbia Recording Studios, Chicago, has joined the sales staff of World Broadcasting System, that city.

RADIO Features Division of Heffelfinger Publications, New York, has named NBC as sole agent for sale and distribution of a new transcribed series, *Secret Agent K-7 Returns*. The program will be produced in the New York NBC studios and recorded by NBC. A total of 39 quarter-hour episodes will be made immediately available.

KASPER - GORDON STUDIOS, Boston, is preparing to release several new programs, including additions to its department store and laundry series as well as *I Want a Divorce*, Pacific Coast Show, and *Leisure House* for electric and gas utilities.

AKERS - HUMPHREY Productions, Hollywood, has moved offices to 650 North Bronson St., but will continue recording at Aerogram Corp. studios, that city.

CHARLES MICHELSON, New York transcription concern, is placing on the market a new light-weight portable transcription playback machine, the Porto-Playback which weighs under 20 lbs. complete, and plays 16-inch records at 33⅓ rpm.

KOMO-KJR, Seattle, are cutting the series of 20 five-minute transcriptions to be placed on 30 stations nationally by the Washington State Apple Advertising Commission through J. Walter Thompson Co., Seattle. The schedule started Jan. 25 on most of the stations.

CENTRAL New York State Broadcasting System—WSYR, WJTN, WNBX and WTRY—has taken the Charles Michelson *Count of Monte Cristo* transcription series for 26 weeks, on a five-a-week basis, for the entire network.

MILT M. BLINK, Chicago head of Standard Radio, has returned to his desk following a vacation in Havana and Panama.

EDWARD PANCOAST, Jr., on Feb. 6 resigned as vice president of Federal Transcribed Programs, New York, to join Edwin Strong, Inc., New York recording firm, in a sales capac-

HERBERT R. EBENSTEIN, president of Radio Attractions, New York, recently left New York on a four-week trip to arrange distribution of the company's production *Shadow of Fu Manchu* on stations in that area. Upon Mr. Ebenstein's return March 3, the company will announce plans for the release of its second production, *Hopalong Cassidy*, a quarter-hour radio serial program, produced by Fields Brothers, Hollywood, from the original stories by Clarence Mulford.

FIELDS BROTHERS, Hollywood production firm, has completely equipped its new offices at 6253 Hollywood Blvd., with a custom built public address system, remote lines and playback machine. Equipment was built and installed by C. C. McDonald, Hollywood recording engineer. New quarters of Fields Brothers include besides executive offices, an audition room, production division, and a complete music and transcription library department. Harry David Fields, executive vice-president, announced that March production of the firm will be *Hopalong Cassidy*, with continuation of the *Fu Manchu* series distributed by Radio Attractions Inc., New York.

Telecast Corp. Formed In Hollywood to Act as Disc Distribution Firm

TELECAST Corp. of America, new national distribution agency of transcribed radio programs, has been formed in Hollywood with headquarters at 1509 Cross-Roads-of-the-World. Firm will distribute only for other producers, without engaging in production itself except on a participating or financing basis, according to Charles A. Browne, president and general manager and formerly an executive of WXYZ, Detroit. It will operate along methods similar to those used by film industry distributing companies, he stated.

Exchanges will be established in key cities, with main offices in New York as well as Hollywood. Initial distribution deal is with Warner Bros., which is entering transcription production through its subsidiary, Warner Bros. Broadcasting Corp., which operates KFWB, Hollywood. Telecast will act as distributing agents for the firm. First Warner show will be *The Adventures of Uncle Jimmy*, featuring William Farnum, now being recorded.

Besides Mr. Browne, officers of Telecast Corp. include Dave Davidson, vice-president in charge of station relations and sales promotion, and Elliott Fisher, secretary and sales manager. Davidson was formerly a sales promotion executive of Radio Transcription Co. of America, Hollywood. Fisher was a sales campaign manager.

JOHANNES STEEL, foreign news commentator for WMCA, New York, has been commissioned to write the introduction to the American edition of Norbert Muehlen's book "Hitler's Miracle Man, Or The Life And Loans of Dr. Schacht", to be published Feb. 30 by Longmans, Green & Co., New York. The introduction will be an analysis of events leading up to Dr. Schacht's dismissal and the economic future of Germany.

Fast Facsimile

GEORGE M. BURBACH, director of KSD and advertising manager of *St. Louis Post-Dispatch*, and Robert L. Coe, KSD chief engineer, on Jan. 26 addressed the St. Louis Chamber of Commerce on the subject of facsimile. With a facsimile receiver in the hall, a photograph of the speakers' table was taken and then relayed back to the hall on the facsimile apparatus within 30 minutes. RCA apparatus operating on shortwaves is used [BROADCASTING, Dec. 15, Jan. 15].

"Hello, John Hymes" (Lord & Thomas)

Did You say MARKET ?

PEORIAREA has 605,000 people concentrated within a 65-mile radius! Compare it with 522,000 in the state of Utah! And Peoriarea is the home of rich farms and great industries! Did you also know that WMBD — just ONE station—covers this market?

Free & Peters, Inc.
Nat. Reps.

THE HEART OF ILLINOIS
WMBD

WMBD PEORIA
MEMBER CBS NETWORK

ARE YOU LOOKING FOR A "SPOT" PROGRAM IN BALTIMORE?

WFBR
FIRST IN
SHOWMANSHIP

Here are 4 sure-fire "hit shows" available for sponsorship on WFBR

"FU MANCHU"

15 minutes, 6:45 P. M., Mon., Wed., Fri.

A thrilling transcribed show of the adventures of one of the most famous characters of current magazine literature. 39 thrilling 15 minute episodes. A tremendous audience awaits this show. Numerous tie-ins and publicity devices available. Transcription cost $35 per program.

"PARADE OF YOUTH"

Half hour, 7:30 to 8 P.M., Tuesday

A program of, for and by YOUTH. Through the cooperation of the Baltimore YMCA, their membership of 1500 boys is available as a nucleus for this broadcast. Brent Gunts, master of ceremonies, puts on a fast-moving, entertaining ½ hour show. Music by Joseph Imbrogulio's NBC orchestra. Talent cost: $100 per broadcast, including music.

"SMILE-A-MINUTE" LIMERICKS

A rapid fire 5-minute program

A snappy 5 minute show based on a series of nonsensical limericks—all original—with piano accompaniment. Climaxed by unfinished limerick with prizes for best last line. Pulled 2,026 pieces of mail in 19 broadcasts. Talent cost per program $15 (5 weekly for $50) prizes extra.

"SONG-MAKERS"

15 minutes, daytime

15 minute program with pianist and vocalist who are also well-known composers, actually composing original songs on the air. During each program, words and music of a song are written around the best title submitted by listeners. Prizes are given for best titles. Talent cost: $50 per broadcast, prizes extra.

Write for further details or see the Edward Petry representative

IN BALTIMORE THEY LISTEN TO—

National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO
SAN FRANCISCO
DETROIT

WFBR
MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

W
T
A
G

WORCESTER, MASS.

People in 500 industries
form a responsive year-'round market.

NBC BASIC RED NETWORK
YANKEE NETWORK
WEED and COMPANY
National Representative
New York, Detroit, Chicago, San Francisco

Agencies

NEEDHAM, LOUIS & BRORBY has opened West Coast offices at 8532 Sunset Blvd., Hollywood, Cecil Underwood, producer of the NBC *Fibber McGee & Co.* program, sponsored by S. C. Johnson & Son (floor wax), is in charge. John J. Louis, vice-president of the agency, came to Hollywood from Chicago headquarters to establish the offices.

J. M. HICKERSON, for nine years an account executive and copywriter with Lord & Thomas, New York, has just established the J. M. Hickerson Inc. advertising agency at 480 Lexington Ave., New York. Associated with him as secretary is Frank B. Ziehl, former secretary-treasurer of the Amsterdam Agency, New York.

PACA Convention in June

PACIFIC Advertising Clubs Association will hold its next convention June 25-29 in Oakland, Cal., it was decided at the recent mid-winter conference called by Harold Deal, president, and Florence Gardner, executive secretary. Albert T. Smith was named general chairman, with Ben Tooley as assistant. Lewis Allen Weiss will head the radio departmental.

JOHN D. SIMON has announced that he proposes to purchase from Crossley & Ham the assets of their Portland agency, as of Feb. 1. Crossley & Ham is reported by Mr. Simon to be withdrawing from Oregon and confining business to the San Francisco office.

J. J. GOROV, who formerly operated his own agency in Chicago, has joined Hillman-Shane Adv. Agency, Los Angeles, as head of the merchandising department. Agency has also added C. J. Wolff, formerly advertising manager of Kauffman's Department Store, Pittsburgh, to its copy staff.

E. H. HARRIS, in charge of production at Buchanan & Co., New York, recently was appointed general office manager, and S. Schafer, who has been assisting C. J. Atkinson, space buyer for the same agency, has been named contract and media director.

FREDERIC H. FRAZIER, recently retired chairman of the board of General Baking Co. New York, has joined Geyer, Cornell & Newell, New York, in an executive capacity. Mr. Frazier is also a director of the American Institute of Baking and a trustee of the American Bakers Foundation.

REX FRAZER, writer on the staff of J. Walter Thompson Co., Hollywood, has resigned and after vacationing in Arizona will go to New York.

C. J. OLLENDORF Adv. Agency has been organized with offices at 228 N. LaSalle St., Chicago.

ROSS FEDERAL RESEARCH Corp. has moved its executive offices to 18 E. 48th St., New York. The new telephone number is PLaza 3-6500.

HUB ROBINSON, Young & Rubicam, New York production supervisor, accompanied by Adrian Amish, radio producer, arrived in Hollywood Feb. 6 for conferences.

DONAHUE & COE, New York agency, has added an Atlanta branch, located in the Hurt Bldg. Harry L. Morrill Jr., who recently sold his interest in Rawson-Morrill, Atlanta, is in charge. Among accounts is Atlantic Co., brewery.

CHARLES A. RAWSON, president of Rawson-Morrill, Atlanta, has purchased the interest of Harry Morrill Jr. and Mae P. Morrill and changed the firm name to Charles A. Rawson & Associates. Three new vice-presidents were elected, Robert Cron, Frank Bell and George Smith. Creighton Perry is secretary.

DWIGHT JENNINGS, account executive of Warwick & Legler, New York, agency servicing the Larus & Bros. Co. (Domino cigarettes) account, was in Hollywood during early February on a national survey. A radio campaign is planned to start this month.

ANDERSON F. HEWITT, account executive formerly in the New York office of J. Walter Thompson Co., has joined the San Francisco staff of the firm. Edmund M. Pitts has left the San Francisco office.

STEPHEN I. SMITH, formerly production manager of Henry J. Kaufman Adv. Agency, Washington, D. C., has accepted a position as account executive with Sidney Garfinkel Adv. Agency, San Francisco.

CHARLES WEINTRAUB, formerly of Mills Artists Corp., Hollywood, has joined Joe Rivkin Inc., talent agency in that city, as head of its radio department.

PAUL B. ZIMMERMAN, formerly assistant to the president of the Norge Division of Borg-Warner Corp., has resigned to become a partner in the firm of Grace & Bement, Detroit agency. Effective Feb. 1, he becomes vice-president and treasurer of the agency and head of its merchandising department.

HAROLD GOLDEN, formerly head of National Advertising Co., Chicago, has joined Mason Barlow & Associates Adv. Agency in Chicago as account executive in charge of the new business department.

L. E. COLE, formerly with Frederick Seid, Advertising, San Francisco, has established his own agency at 156 Montgomery Street, San Francisco.

WILLIAM A. JOPLIN Adv. Agency, Portland, Ore., has moved to new quarters at 730 Southwest Salmon St., that city.

Monroe Hellinger

MONROE HELLINGER, radio producer for Lord & Thomas, New York, and formerly announcer and producer for WHN, New York, died of a heart ailment on Feb. 3 in Tucson, Ariz. Mr. Hellinger was the only brother of Mark Hellinger, well-known newspaperman and producer for Warner Brothers, Hollywood.

THE PAYROLL'S GITTIN BIGGER, SUSIE!

Here in this fertile Red River Valley where farms are big, business is big, too! Our people make dough — and spend it! For bank clearings on personal checks, Fargo ranks second among all the nation's cities in its classification!

WDAY is the only chain station for 190 miles around — one of the most profitable advertising mediums your dollars can buy anywhere today! Let us prove it!

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WHN
CRACKERS

HOT STOVE LEAGUERS ARE HOT SALES PROSPECTS!

New Yorkers are sports fans — and buyers of merchandise! That's why WHN's up-to-the-minute program of sports news, gossip, and guest celebrities, directed by popular DICK FISHELL, is a great bet for your product. Here is a sports resume that has a following...on the air nightly at 6:45 p.m. Write or wire for details.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES
EDWARD PETRY & CO., INC.

AGENCY Appointments

BLACKSTONE PRODUCTS Co., New York, to Randall Co., N. Y.

VE-GOR DOG FOOD Co., Hollywood, to Hillman-Shane Adv. Agency, Los Angeles. Radio is planned.

TRIM-X Co., Hollywood (figure control belt), to Crundall & Lester Adv. Co., Los Angeles. Sponsoring a daily quarter-hour program on KFAC, Los Angeles and KIEV, Glendale, Cal. Will add other stations, according to Harry J. Wendland, account executive.

STAFFER SYSTEM, Los Angeles (reducing device), to Crundall & Lester Adv. Co., that city, and on Feb. 8 started 30-day test on KMPC, Beverly Hills, Cal. Plans extensive use of Pacific Coast radio.

BURNHAM & Morrill, Portland, Me., remains with Lavin & Co., Boston, and has not been transferred as stated in this column Feb. 1.

ANGLO-AMERICAN CONFECTIONS, Los Angeles, (candy), to Hugo Scheibner Inc., that city. Radio is planned for the future.

GREEN SPOT Inc., Los Angeles (bottled orangeade), to Philip J. Meany Co., that city. Radio plans being developed.

ANDERSON Co., Gary, Ind. (Sleet Master), to Hoffman & York, Milwaukee.

GARRETT & Co., Brooklyn, N. Y., to Sterling Beeson Inc., Toledo.

GUARANTY UNION Life Insurance Co., Beverly Hills, Cal., to N. J. Newman Adv. Agency, Los Angeles.

HYVIS OILS, Warren, Pa., to Federal Adv. Agency, N. Y.

J. C. MENDENHALL MEDICINE Co., Evansville, Ill. (cough medicine), to Chicago Union Adv. Agency, Chicago.

GLASS CONTAINER Assn. of America, New York, to Pedlar & Ryan, N. Y.

J. E. BENTON Management Corp., Los Angeles (hotels and apartments), to Shattuck & Ettinger, Beverly Hills.

SAFEWAY STORES, Oakland, Cal. (*Su-Purb granulated soap*) to Lord & Thomas, San Francisco.

O-B-M Frozen Foods Co., San Jose, Cal. to Brewer-Weeks Co., San Francisco.

PRESTO RECORDING Corp., New York (instantaneous recording equipment, transcription turntables, blank discs), to Fuller & Smith & Ross, New York.

Wright Forms Agency

CHESTER M. WRIGHT & Associates, Washington, has announced its entry into the advertising field as advertising counselors. The firm, in its announcement, indicated it was placing time or space for Brown & Williamson Tobacco Co., Louisville; State Loan Co., Mt. Rainier, Md. and Rosslyn, Va.; American Federation of Labor, and United Textile Workers. Radio time placement, it is understood, will be limited to the Washington area at present.

WAAT's Gotham Office

PAUL H. LASTAYO, president of WAAT, Jersey City, recently announced the opening of a New York sale office in the RKO Bldg., Radio City, under the direction of A. B. Schillin, vice-president of WAAT, and formerly president of the Schillin Adv. Agency, which has been dissolved.

THE TRUTH WILL OUT!

More national business all the time shows how the word is getting around! The WGES foreign-language audience comprises no less than 2/3 of all Chicagoans. You're just skimming the surface without the showmanly foreign-language programs of

WGES
In The Heart of Chicago

Cook Joins Wilson

Mr. Cook

WILLIAM A. (Bill) COOK, formerly of Sprague-Warner & Co., and S. & W. Fine Foods, Chicago, on Feb. 15 joined the Chicago office of Howard H. Wilson Co., national radio representatives. Mr. Cook, 25, attended Northwestern U, and for three years was assistant advertising manager of Sprague-Warner & Co., manufacturers and distributors of quality groceries. Prior to joining the Howard H. Wilson Co., he was employed in the merchandising and sales departments of S. & W.

Reps

MARTIN J. McGEEHAN, formerly general sales manager of Techni-Craft Co., Milwaukee, has been appointed manager of the Milwaukee office of Radio Sales, CBS division that acts as sales representative for the network's owned and managed stations. He succeeds Victor Giebish, resigned.

KGKO, Fort Worth, Tex., announces the appointment of Free & Peters as exclusive national representative and the discontinuance of its New York office, effective Feb. 3.

CALVIN E. AUSTIN has resigned as manager of the program department of John Blair & Co., national representatives, and has not announced his future plans. He was formerly with NBC-Chicago and later with Blackett-Sample-Hummert Inc.

NORMAN R. PROUTY, sales manager of Joseph H. McGillvra, station representatives, on Feb. 4 became the father of a boy.

KSEI, Pocatello, Ida., has appointed Gene Furgason & Co., as eastern national representatives.

WLW Participator

JAMES D. SHOUSE, vice-president of the Crosley Corp. in charge of broadcasting, recently announced a new station policy under which a WLW program for the first time is being offered on which time for participating announcements is available for purchase. The program, *Musical Chuck-Wagon*, featuring stars of *Boone County Jamboree*, is heard Mondays thru Saturdays, 8:30-9 a. m.

WFBL

SYRACUSE
"25% INCREASE IN SALES"

Says John Hand, Syracuse's oldest and largest floor covering dealer, who traces this 25% increase in sales *direct* to WFBL advertising — WFBL being the ONLY medium used.

This advertiser is only one of many who have found that WFBL advertising brings immediate sales. Write or wire for time available and rates.

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

New Agencies Organized By Logan and Stebbins

LOGAN & STEBBINS, Los Angeles advertising agency since 1922, has been dissolved and Barton A. Stebbins, formerly president, has formed his own organization under firm name of Barton A. Stebbins Adv. Agency. Offices remain at 811 West 7th St. Continuing with Mr. Stebbins are Nat Jeffras, account executive and Arthur W. Gudelman, space buyer and production manager who is also in charge of radio. Firm will continue to service Signal Oil Corp. and other accounts using radio. Agency will maintain affiliations on the Pacific Coast with D'Evelyn & Wadsworth, San Francisco, and the Izzard Co. in Portland and Seattle.

Dudley L. Logan, formerly partner in the firm of Logan & Stebbins has joined forces with Eugene F. Rouse under firm name of Logan & Rouse, with offices at 621 S. Hope St. Los Angeles. Mr. Rouse, president of the new firm, was formerly Southern California manager of *Harper's Bazaar*. Mr. Logan is executive vice-president and John M. Alden vice-president of the new firm. Mr. Alden was formerly an executive of Logan & Stebbins and prior to that with other nationally known agencies. Miss Van Davis, formerly of Philip J. Meany Co., Los Angeles, has been added to the staff as account executive. O. K. Fagan is space buyer and production manager.

PRINCESS PAT Ltd., Chicago (cosmetics), on Feb. 3 started its fourth year of *A Tale of Today*, a Sunday afternoon dramatic serial on NBC-Red network.

4 out of 5 NEBRASKANS

Of Nebraska's 1,337,963 population, Omaha and Lincoln, Nebraska's only large towns, total only 289,939. That leaves a little more than a million "just folks" . . . the kind of buying-minded Nebraskans who use soap, breakfast foods, automobiles, motor fuels . . . and who listen to KMMJ. Let us show you how you can use KMMJ to reach these four out of five Nebraskans.

KMMJ
Clay Center, Neb.
Randall Ryan, *Mgr.*

We had a Break-Down! Goody, Goody!

What? A break-down in the radio business and "goody, goody" is the word!

Yes sir, that's right, because this was a break-down that we purposely brought upon ourselves. It was a break-down of 144,865 pieces of mail (68% commercial) received from July 1, 1938 to December 31, 1938. The results positively prove our claim of POWER TO PULL.

Here's what the break-down revealed:

Mail Received From—

500 Towns in WEST VIRGINIA
972 Towns in PENNSYLVANIA
469 Towns in OHIO
565 Towns in 37 OTHER STATES
TOTAL TOWNS 2,506

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 Kilocycles

in the CONTROL ROOM

FRANK M. EVANS is the newest addition to WEEI, Boston, control room. A master of five languages, he also writes script and can pinch-hit as announcer and character actor.

AL DRAPER, formerly of WMMN, Fairmont, W. Va., has joined the engineering staff of WHK-WCLE, Cleveland. He replaces Price Fish, shifted to facsimile.

HENRY POOLE, chief operator in the news bureau of KOY, Phoenix, is the fourth member of that station's staff to qualify for an airplane pilot's license. He got his in early February.

If You Want to Reach the

Folks Who Ski

Use a Station in the Midst

Of the Ski Country

5 kw. day
1 kw. night
1260 kc.
KGVO
Missoula
Montana

Affiliate of the

Columbia Broadcasting System

Tapper Muffled

ALL THE gadgets and brains that WEEI, Boston, could muster were not capable of finding out what caused the constant hammering during a rehearsal of Charles R. Hector's orchestra prior to a CBS network broadcast. Finally an observant engineer noticed that the violin player was standing on the wire and tapping his tootsies to the rhythm. Since he couldn't play without tapping, he was forced to don rubber-soled shoes.

THOMAS M. GLUYAS, until recently in television research with Philco Radio & Television Corp., Philadelphia, has joined the engineering and instruction staff of Midland Television Inc., Kansas City.

WILLIAM REUTER, KIRO, Seattle, technician, has been made transmitter chief operator.

KLAUS U. LANDBERG on Jan. 30 joined the NBC studio television group as a television engineer.

SYLVAN H. SWANSON, of the engineering staff of WCHS, Charleston, W. Va., recently married Margaret Lesuer of Roanoke, Va.

WILLIAM REUTER has been advanced to chief transmitter operator of KIRO, Seattle.

GUS ROUNTREE, formerly of KNOW, Austin, and KTSA, San Antonio, has joined WBAP, Fort Worth, as control engineer.

WALLACE LAMBOURNE, of Boise, Idaho, has joined the engineering staff of KDYL, Salt Lake City.

CKLW GETS ACTION

—a phoney story

At 7:45 P. M. our Crossword Puzzle show took the air.

At 7:55 P. M. the first winner phoned.

By 8:15 P. M. the phone service to 175,000 Detroit homes was tied up—whole exchanges were temporarily out of service — because CKLW has a responsive audience.

Since the first broadcast the Detroit sponsor has reported an increase in store traffic of 11,000 persons per week.

CKLW

Has a Responsive Audience

5000 Watts in DETROIT

Mutual Broadcasting System

CHESTER W. RICE, of General Electric Co., Schenectady, on Jan. 31 was granted a patent by the U. S. Patent Office covering a short wave radio transmitter, rights to which he has assigned to GE. Its serial number is 2,145,735.

J. R. POPPELE, chief engineer of WOR, Newark, will discuss the technical aspects of modern broadcasting before the Rotary Club of Irvington, N. J., on March 9.

LEONARD BATES, who received his "ham" license four years ago at the age of 14, has joined CJKL, Kirkland Lake, Ont., as assistant engineer.

FRANK BUCKLEY, formerly ship radio operator, has joined the engineering staff of WATR, Waterbury, Conn.

WILLIAM GALE has joined the control staff of KFXJ, Grand Junction, Colo., replacing Cecil Caves, who now heads the telegraph department of the KFXJ news service.

DONALD HULSE, formerly of WBBM, Chicago, R. G. Webster, of WEEI, Boston, and Tom Donohoe, of WABC, New York, have joined the engineering staff of WKRC, Cincinnati.

ROBERT G. CONWELL, operator at WICA, Ashtabula, O., is to marry Miss Margaret White on June 3.

GEORGE E. GAUTNEY, chief engineer of WICA, Ashtabula, O., is the father of a boy born recently. Operator Glenn Brenneman also is a recent father, the new arrival being a boy.

LEONARD LANGE, of the engineering staff of WNAX, Yankton, S. D., is the father of a girl born recently.

Television Script Needs Cited by Guild Council

RADIO and picture corporations which now dominate mechanical inventions such as television, are in need of endless material which dramatic writers alone can supply, according to George Middleton, a member of the Dramatists' Guild Council, in explaining the Guild picture to American and British authors in the January *Author's League Bulletin*.

The Guild is aware, Mr. Middleton continued, that creative interest in the theatre must be continued and that the main problem is to keep the theatre from being "exclusively picture controlled so that a play, without picture possibilities, may have difficulty finding production elsewhere." With reference to television and radio rights, the Guild feels it cannot prevent such rights passing with film rights Mr. Middleton declares, adding that "few authors realize it will be films, made from their initial creation, which will be projected by television into the homes."

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1300 KILOCYCLES

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NEW YORK'S STATION OF DISTINCTIVE FEATURES

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RADIO DOCUMENTS
Being Recorded by WNYC in Municipal Series

EXTENSIVE experiments in the field of "documentary" radio, a technique for planned, on-the-spot broadcasts, involving the use of a mobile recording unit and the editing methods of moving pictures, are being conducted by WNYC, New York municipal station to present authentic radio pictures of various departments and agencies at work in New York City.

WNYC production men and engineers have already visited a district health center recording interviews with the physician in charge, heads of departments, and conversations between patients and nurses. Other localities to be covered are the Aquarium, Police and Fire Departments, a new municipal incinerator, and municipal market, which will be included in the series under broad headings such as safety, health, communications, or transportation.

The idea of "documentary" radio is said to have originated with BBC, several French broadcasters also have used the technique. The British, however, have relied largely on the lecture method of presenting a story. but WNYC hopes to avoid this by substituting actual interviews and sounds from the place in question, which will be edited to fit into one recorded program for each subject planned.

None of the transcriptions will be put on the air until the experimenters feel they have mastered the technique, which they expect will form a vivid living history of New York City. In addition to being broadcast, the programs can be used for special events.

Tube Called Impractical

IN A LETTER to Senator O'Mahoney, chairman of the Temporary National Economic Committee, clarifying his testimony before the TNEC, Jan. 18 [BROADCASTING, Feb. 1]. Dr. Brank B. Jewett, president of Bell Laboratories, declared that a long-life radio tube, based on designs for a telephone repeater tube developed by Bell Laboratories, would be impractical for the average radio set "of relatively short life". Complying with the request of Chairman O'Mahoney, Dr. Jewett also stated in his letter that his firm's cross-licensing agreements do not prevent Bell Laboratories from manufacturing a 50,000-hour tube for the radio field, and that Western Electric, AT&T's manufacturing affiliate, does make available to independent telephone companies the long-life tubes developed by Bell Laboratories.

WOL

WASHINGTON, D. C.

1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
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Radio AND Education

NEW PEAKS of achievement are reported by the Radio Division of the U. S. Office of Education, which, supported by WPA funds, has been making educational programs available to stations. William D. Boutwell, director, reports that 102 out of 114 available stations are carrying the *Americans All—Immigrants All* feature; 81 out of 88 are carrying *The World Is Yours;* 82 out of 90 *Wings for the Martins.* All are produced by the Radio Workshop on the major networks and all are reported to be big mail pullers. Mr. Boutwell also reported that the Script Exchange, which makes scripts available to educators and stations asking for them, has since its establishment Oct. 15, 1936, distributed on request 173,200 scripts, 10,500 radio manuals, 9,300 radio glossaries, 2,500 handbooks of sound effects and 1,150 bibliographies.

WRVA, Richmond, is broadcasting twice-monthly meetings of the Richmond Civic Forum. Since the meetings clash with commercial schedules, they are transcribed and presented the following day.

A SERIES of 13 dramatic programs has been arranged by WBIG, Greensboro, N. C., under the direction of the radio committee of local high schools, of which Miss Eunice Kneece is chairman. The dramas are produced in WBIG's studios and used as class work in schools, which tune to the program at 1:45 each Tuesday.

KLZ, Denver, drafts children from elementary schools to present dramas of fairy tales and child stories under the title *Jack in the Box*. The program, presented Friday afternoons, is heard in schools equipped with receivers. Production is supervised by teachers under the direction of Pete Smythe, KLZ production manager. The class from which talent is selected each week is given an audition each Thursday at KLZ.

EDUCATIONAL talks by the directors of every department of Sam Houston State Teachers College round out a new series of variety programs originating in the new studio of KSAM, Huntsville, Tex., on the campus of the college.

VERBATIM transcripts of CBS and NBC broadcasts of the recent European crisis have been added to the archives of the Hoover Library on War, Revolution and Peace at Stanford University. The CBS transcript, "Crisis", covers the period Sept. 10-30 and consists of 1,200 pages in 10 loose-leaf binders. The NBC brochure is titled "A Tense World Speaks For Itself".

COURSE in driving an automobile is being offered by WHK, Cleveland, in cooperation with the Cleveland Automobile Club, with Carl Mark, WHK announcer, taking driving lessons from Mrs. Mildred McKay, CAC instructor, and airing her instructions and his own reactions on a series of Friday afternoon programs. One of the regular dual control cars of the Auto Club is being used for the demonstrations, and it has been equipped with a 10-watt portable transmitter for the broadcasts.

WFBL, Syracuse, is presenting a series of programs *In the Classroom* in which school children act original scripts concerning the municipal government. Teachers supervise the programs before dummy microphone within the classroom and then bring their pupils into WFBL studios for final rehearsal.

RADIO class of Trinity University, Waxahachie, Tex., visited the Texas State Network in Fort Worth Feb. 6, and was conducted on an extensive tour of the building by John Hopkins, TSN news commentator, who was host to the group in the absence of Elliott Roosevelt, network president.

AS A result of an agreement between the New York City Board of Education and CBS, *American School of the Air* educational programs which have been on CBS for nine years are originating each Thursday in the auditorium of a different New York City high school, with a group of students participating in the forum discussions which follow the dramatized portions of the broadcast. The Thursday *School of the Air* feature, titled *This Living World*, is presented by means of a complete broadcasting unit installed each week by CBS in the high school selected from the list of ten scheduled through April 27.

FIRST *Nation's School of the Air* broadcast originating overseas presented Evarts Seley Scudder, well known author of books on the French Revolution and a recent biography of Benjamin Franklin, Feb. 1 direct from London in one of the *Meet the Author* series on MBS.

FROM Lincoln's home in Springfield, Ill., NBC-Red on Feb. 8 broadcast a part of its *Our American Schools.* Mrs. Harriet Hester, educational director of WLS, Chicago, wrote a dramatization for the program, which was presented jointly by the Abraham Lincoln Society of Illinois and the Illinois Education Assn.

WMCA, New York, has started a vocational guidance series under direction of the WPA and titled *Create Your Job.* Dramatizations of case histories from the National Vocational Guidance Assn. are included.

WITH representatives of major networks as guest lecturers, the course in radio broadcasting at the College of the City of New York, on Feb. 15 started its second semester's schedule. Conducted by Seymour N. Siegel, program director of WNYC, New York's municipal station, the course presents outstanding experts in such radio departments as music, forum, special events, television and facsimile.

AN 80-page "Teachers Manual and Classroom Guide," covering schedules and explanations of the second semester (Jan. 30-April 28) of the CBS *American School of the Air*, produced by Sterling Fisher, head of the CBS department of education, has just been issued by the network and is available to schools and teachers.

CONTINUAL increase in the mail received and the persons enrolling for the course has been noted since the return of the *Little School House of the Air* programs on WOV, New York. The programs, offering new methods of direct teaching by radio, are broadcast in English and Italian and are produced by the WPA in cooperation with the Adult Education Program of the New York City Board of Education. Illustrated lesson books are sent free to listeners, whose lessons are regularly corrected and returned by accredited teachers.

NEW YORK Board of Education has resumed its daily programs for classroom use in city elementary and secondary schools on WNYC, New York's municipal station. Broadcasts covering such subjects as literature, history and current events are chiefly aimed at the public schools but will have general interest as well. Within the next two months, the board plans to put in operation its own ultra-high frequency station, WCNY, and will supplement its classroom programs with broadcasts for transmission on the short wave station only.

IN COOPERATION with the Los Angeles County School Department, KMPC, Beverly Hills, Cal., has started a weekly quarter-hour afternoon educational program, *Famous Stories*, directed to students. Each week a different famous story is enacted, with Ted Gates acting as narrator. Jerome L. Schwartz writes and produces the series.

DRAMATIZED biographies of the lives and activities of the nation's founders are carried on a 13-week educational series starting on WKRC, Cincinnati, Feb. 22. Through a tieup with local high schools, WKRC will present a large flag to the school furnishing the best essay on one of the founders. Programs are to be dramatized from the winning essays.

NATIONAL YOUTH Administration is presenting *Youth on Parade*, variety show whose talent is selected from the 10,000 NYA youngsters in New York City, as a weekly series on WNYC, New York municipal station. Leo Reisman, noted orchestra leader, is assisting in the technical and musical production of the programs.

SHERMAN H. DRYER has been named radio director of Chicago U, and is conducting a survey of the *Round Table*, weekly discussion program on NBC-Red network. Mr. Dryer's radio career began in 1930 on WTCN, Minneapolis (then WRHN), and he has held various positions with Minnesota stations.

Time Buyers MEMO
Get lowdown on KSCJ Perpetual Survey today
KSCJ
The JOURNAL SIOUX CITY IOWA

THE VOICE OF MISSISSIPPI

WJDX

1000 N.
5000 D.

JACKSON

N.B.C.

YOUR NO. I OPPORTUNITY

Recent figures released by the HOLC show Mississippi leading all states in loan repayments.
Official statistics reveal that in 1938 Jackson, Mississippi's No. I Market, recorded substantial gains over 1937 in post office receipts; telephones; gas and electric customers; bus passengers; bank clearings; bank deposits and savings; and population.
Jackson and Mississippi are a No. I opportunity. Invest your advertising dollars with WJDX. Mississippi's dominant radio station will open the door to more profits in 1939.

Owned and Operated By
LAMAR
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COMPANY
JACKSON, MISSISSIPPI

"PAUSE for Station Announcement"

"Ladies and gentlemen of the Broadcasting audience, we pause briefly in this semi-monthly survey of the radio world to give you a brief description of WBIG's audience in 200,000 radio homes in thirty-six counties of North Carolina and Virginia.

These thirty-six counties constitute the richest and most populous area in the South. Greensboro's 50-mile trading area tops even those of Richmond and Atlanta, in population, value of manufactured products, annual wages paid, automobile registrations, agricultural products.

—Total Effective Buying Income $400,600,000

—Retail Sales 241,342,000

—Automotive sales 44,985,000

—Home of Lucky Strike and Camel cigarette factories

—Center of a tremendous manufacturing area—textiles, furniture, tobacco, hosiery.

There is only *one* station which national advertisers can use in order to reach this huge market, and that is the "home" station of 200,000 radio-listening families:

WBIG

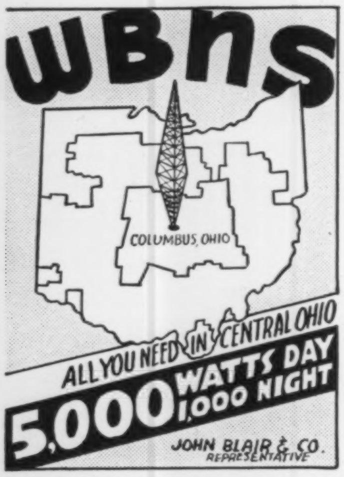
We now return you to the editorial pages of Messrs. Codel and Taishoff's Radio Bible for your continued pleasure.

Edney Ridge, speaking . . ."

W CBS BIG
ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA
EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. *Nat'l. Reps.*

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., has started a boost-the-South program titled *Facing the Facts*, a half-hour sustaining feature built around prominent southern personalities. Messages about merchandising opportunities in the South, as submitted by prominent persons in all parts of the country, are read. They offer frank opinions of the South's opportunities and how they can be developed. WSJS, Winston-Salem, also carries the series. WBIG has distributed a brochure titled "Marketing Man's Land of Opportunity Number 1".



WBNS
ALL YOU NEED IN CENTRAL OHIO
5,000 WATTS DAY 1,000 NIGHT
JOHN BLAIR & CO. REPRESENTATIVE

Purely PROGRAMS

Savant Stumpers

SIX prominent Syracuse University scientists form the Board of Scientists on a new series of weekly quarter-hour educational programs, *Ask the Scientist*, on WSYR, Syracuse. Produced in the studios of the University radio workshop and aired through WSYR, the program features specialists in all scientific fields answering listeners' questions.

* * *

Seen and Heard

FRESH twist to man-on-the-street programs is that given by Harry Creighton of WAAF, Chicago, who takes a photographer along, has candid shots of interviewees snapped. Names and addresses are noted and interviewees are surprised a few days later when they receive shots of themselves making their radio debuts. Sure fire way to win listeners, says WAAF.

* * *

All Denominations

ALL CHURCHES in the listening area are allowed to broadcast in the order of receipt of applications, and regardless of creed or location, on *Church of All Creeds* started by KGDE, Fergus Falls, Minn. Any pastor and singing group is allowed a half-hour each Sunday afternoon to preach and sing, with no charge for time or facilities.

A Baby Grows Up

PROGRESS of a baby from the time of its birth is followed on a new series, *New Baby of 1939*, on WTMJ, Milwaukee, with cooperation of the Milwaukee County Medical Society. After the first two broadcasts from the hospital, others will be made periodically from its home, presenting the parents, doctor, nurse, relatives and neighbors, with how-to-do-it demonstrations for any situation. Sponsor gains testimonial value from furnishing everything for the "radio baby" from the firm's infants' department.

* * *

Papa Goes Gandering

DESIGNED as wholesome entertainment for juveniles, *Father Goose Comes to Town* presents dramatized nursery tales on KIRO, Seattle. Programs are written by Dorothy Mason, publicized first through a private preview for chairmen of Seattle parent-teacher groups, and later through distribution of an illustrated mimeographed promotional bulletin created by Vera E. Jedlick, KIRO publicity director.

* * *

Service on Sunday

TO SUPPLY Sunday weather and news reports, KGNF, North Platte, Neb., which normally operates six days a week, has started *Farmer-Stockmen Hour*, heard Sundays, 7:30-8:30 p. m., with latest weather forecasts and the overnight news. The program, started in response to requests from cattle men and farmers' organizations, also presents Ed Quinn, KGNF announcer, interviewing people familiar with cattle and farm problems of the region.

* * *

Winnipeg Waker

A NEW 7:30-8:30 morning live show on CJRC, Winnipeg, *Yawn Patrol* features time signals, road reports, weather conditions, timely hints and reminders, Transradio news, thought for the day, radio program highlights for the day, and other little features that go into the making of an informative informal morning program.

* * *

Honeymoon Quiz

INTERVIEWS with young married couples, with questions running the gamut of subjects, feature *Your Young Neighbors*, conducted by Jerry Thrailkill and George Earle Wilson and sponsored on KWTO-KGBX, Springfield, Mo., by a building contractor.

Carolina Boxtop

ODDEST FAN response has been received by Bill Bivens, m.c. of the *Musical Clock* on WBT, Charlotte. Kidding Tommy Callahan, engineer, Bivens stated on the air, "If you want an autograph from Callahan, just tear off the top of your radio and mail it to the station and an autograph will be sent you." One listener believed and mailed Bivens his radio's top!

Sunday Art

USING a true-and-false questionnaire technique, WTAG has started *The Picture Frame* Sunday afternoons, the program consisting of discussion of a painting reproduced in the *Worcester Sunday Telegram* from the local art museum collection. Answers to the *Telegram* questionnaire are given during the program.

* * *

Sons of Another Day

A DAILY program on WRTD, Richmond, Va. is titled *Tinkle Tunes*, with the first listener naming an old tune after a fragment has been played being given theatre tickets. People's Finance Co. is sponsor with Clyde Tibbs conducting the program.

* * *

Rural Financing

FARM CREDIT problems are discussed on the new transcribed *Farm Credit Round Table*, heard weekly on WLW, Cincinnati, through cooperation of the fourth district of the Farm Credit Administration at Louisville.

5,000 watts that do the work of 50,000? Where?
WNAX of course!
**And, of course, you can buy WNAX in combination with the Iowa network at an exceptionally low rate.*

WNAX combines good frequency, 570 K. C., with amazing transmission. It gives 50,000-watt coverage on 5,000-watt power and rates.

Don't think of Yankton alone—that's just the starting point.

Think, too, of a daytime primary population of 3,917,100 — 719,500 radio homes depend on WNAX for entertainment, news, markets.

Think of primary area annual retail sales of $891,466,000.

Think of WNAX delivering radio families for as low as 3.29 cents per thousand.

For the Dakotas, and major portions of Iowa, Minnesota and Nebraska — it's WNAX, of course.

WNAX
YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

"Hello, Alan Taranto" (Wm. Esty & Co., Inc.)
Did You say MARKET ?
Well, here's one for the books! PEORIAREA has almost 200,000 more population than the state of New Hampshire! A rich, concentrated market for you, which can be covered with ONE station—W M B D. 605,000 prosperous people to buy your client's product!
Free & Peters, Inc. Nat. Reps.
THE HEART OF ILLINOIS WMBD
WMBD PEORIA
MEMBER CBS NETWORK

STOP PRESS!
WNEW
GOES TO
5000 Watts
Daytime Power
Effective Feb. 13th
Now better equipped than ever to move your goods at the lowest cost per buyer
WNEW
NEW YORK
Celebrating its 5th Anniversary Serving New York and New Jersey 24 hours a day.
1250 Kc. 1000 Watts Night

SECOND of the weekly remoted series, *Washington at Work*, on KJR, Seattle, originating in the plant of the local Imperial Candy Co., presented Roland Bradley, who conducts the feature, interviewing Chester Roberts, president of the firm, and two factory assistants, and accepting a heartful of candy from the young lady on the right. Other industries scheduled for future *Washington at Work* interviews include Bethlehem Steel Co., General Paint Corp., and Frye Meat Packing Co.

* * *

Greetings to Set Buyers

WITH a list of the purchasers of the 300-odd radio sets sold in the Longview-Kelso area in December, KWLK, Longview, Wash., has sold a five-minute daily program, *Welcome, Listeners*, to a local radio repair shop. Each broadcast is dedicated to one of the purchasers, welcoming him to the radio audience and reminding that the sponsor can keep his radio in shape. The radio owner is notified before the program, by letter, what program is to be dedicated to him, and the sponsor has contracted to present the programs until all new radio owners have been saluted.

* * *

Limelight for Composers

SEARCH for unsung Ohio composers is conducted on the *Ohio Composers* feature carried by WTAM, Cleveland. Every Thursday night Walter Logan's orchestra plays one of the best compositions submitted and the composer is interviewed on his life and musical background. During first three weeks of the program more than 150 musical scores were received. When the series ends in the spring, the best composition will be named and an award made to the composer by Vernon H. Pribble, WTAM manager.

* * *

Jobless Court

TO FIGHT unemployment, WMT, Cedar Rapids, Ia., is carrying thrice-weekly the quarter-hour *Opportunity Knocks* program on which unemployed people appear before the microphone to state their qualifications for work. Benne Alter, WMT announcer, handles the program, which is arranged along lines of court procedure, with each applicant stating his own case.

* * *

Dickens' Masterpieces

WOV, New York, has started a Sunday afternoon series of seven *Masterpieces of Charles Dickens*, radio versions of the famous novelists' books, to be produced by the New York WPA Theatre Project players.

* * *

From the Carriage Trade

MEMBERS of New York's Social Register are proving their talent as entertainers on a new weekly program entitled *Smart Set* on WHN, New York, given for the benefit of different charitable institutions.

Suburban Gripes

RADIO Bureau of Civic Betterment is the title of KYA's newest goodwill program. Various neighborhood improvement clubs or individuals in the Bay area, who have constructive criticism to offer in regard to their particular locality are invited to air their grievances over the station during the series. Judge Peter J. Mullins, presiding judge of the municipal court, is acting as chairman of the Radio Bureau and is assisted by Gerald Kenny, San Francisco public defender. The show is produced by Dave Bradley of the KYA staff.

* * *

Women Wanted

AIMED at a feminine audience is *Lady, Lend an Ear*, on KLZ, Denver, six mornings a week under direction of Howard R. Chamberlain, production manager. Wauhillau La Hay, commentator, discusses home economics, fashions and similar subjects and blends it with music by several studio units and comment by Bob Freed, emcee.

* * *

Clearing House

NEW NBC series of surprise programs, *Idea Mart*, originated by members of the directors and writers staff of Hollywood Radio City, is heard Wednesdays on NBC-Red, 6:30-7 p. m. Originally scheduled for Fridays, the series yielded its place on network schedules to *March of Time*.

* * *

Once on Broadway

GOOD notion for a sustaining program is that titled *Thirty Years on Broadway*, a Monday morning series on WAAF, Chicago. Hit tunes from Broadway productions of the last three decades are played, with bits of information about the stars who appeared in the original productions aired by staff announcers.

* * *

Beginners at 40

FINDING jobs for men and women over 40 years of age is the purpose of a weekly quarter-hour program, *Are We Through at Forty?* on KEHE, Los Angeles. Series is conducted by Frank G. Johnson, chairman of the Are We Through at 40 Club.

* * *

Quizzed and Seen

TELEVISION Quiz, *Quotation Marks*, has been started by BBC in London, with competitors on two teams asked to give the origin of a quotation, complete an unfinished one or correct a misquotation.

LANG-WORTH
planned programs

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PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

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LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Vacation Pickups

"VACATIONING" in Florida, Foster May, news editor of WOW, Omaha, worked up a series of transcribed man-on-street broadcasts, mailed to the station, describing this and that in the southern climes, including one from the Miami Beach surf, description of a fishing party at sea and a trip to Cuba via clipper ship, and another from a lonely lighthouse. Carried to WOW by direct wire also was an interview with Fred Snite Jr., infantile paralysis victim who has gained nationwide fame for his commuting in an iron lung, on behalf of the President's Birthday Ball campaign.

* * *

Cheer for the Sick

DESIGNED for the bed-ridden in hospitals and homes, *Hour of Cheer* on WATR, Waterbury, Conn., provides music with inspirational messages.

Every national advertiser wanting results in the
MARITIME
PROVINCES
OF CANADA
should make sure that his schedule includes

CHNS
Halifax
Nova Scotia

CUB RUN (Ky.) AIN'T EXACTLY ESSENTIAL!

You caint do much business, Stranger, in Cub Run (Ky.). In fact, to do big business in Kentucky, you need *Louisville*. Our people furnish *more* business than all the rest of Kentucky folks, *together!* . . . WAVE regularly reaches 1,070,918 listeners of the Louisville Trading Area and hereabouts—offers them the choicest home-town programs *plus* the best on N. B. C. The *cost?* A mere *fraction* of what you'd pay for any other medium. . . . An N. B. C. outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Problems of Religion

DR. CHRISTIAN F. REISNER, New York clergyman, is conducting a new Sunday morning series *Let's Try Religion* on WMCA, New York, during which he discusses the part religion plays in the complexity of the modern world with ministers of other denominations and answers questions submitted by young people perplexed by some problem in daily life.

* * *

Gotham Clinic

HINTS to consumers on how to make "better buys" are given listeners by Ad Reinsberg on a new program, *The Shoppers' Clinic*, heard Monday and Tuesday mornings on WHN, New York.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Harmony and the Farm

KOMA, Oklahoma City, has moved forward its daily sign-on to 6 instead of 6:30 a. m., starting Feb. 6, to accommodate the *Rural Rhythm Review*, giving farm and weather information, along with music, with time announcements every five minutes. The KOMA *Musical Clock* starts at 6:30 as usual.

* * *

Gillespie's Comments

WEEKLY quarter-hour discussions by William C. Gillespie, vice-president and general manager of KTUL, Tulsa, getting right into the heart of the radio industry and calling a spade a spade, in describing its operations, are carried by KTUL under the title, *The Voice of Radio*.

* * *

Under the Hood

INSIDE DOPE on all makes of cars, from a car owner's and buyer's standpoint, and stressing late improvements and new models, is presented weekly by Bob Richardson as *Your Automotive Reporter* on KWK, St. Louis.

* * *

Direct Quotes

DIRECT quotations from persons in the news of the day form the basis of *That's What They Said* program heard each weekday evening on KALE, Portland, Ore. It is conducted by George McGowan, Don Douglas and Dick Rand.

* * *

REAL LIVE orchid is delivered each week to a community personality whose activity merits the tribute, as part of the radio promotion on KCKN, Kansas City, Kan., by the local Crothers Cleaners.

Enjoy
all the pleasures of
MIAMI
this winter

You can have all the luxurious comforts and pleasures that Miami offers. El Comodoro affords excellent facilities and is centrally located just a whisper from all activities.

The rates are well within your vacation budget. 250 artistically furnished and decorated rooms with combination tub and shower bath from $2.50 single, $4.00 double. Attractive season rates quoted upon request. The modern air-cooled coffee shop is famous for fine food at moderate prices. El Comodoro Cocktail Lounge is always a popular rendezvous.

Under the Personal Direction
JOSEPH H. ADAMS, MANAGER

OPEN THE YEAR ROUND
EL COMODORO Hotel
S. W. FIRST ST. AT 2nd AVE

Novel Quiz Twist

A NEW twist to the quiz program idea is provided by KVOE, Santa Ana, Cal., with its Sunday afternoon quarter-hour *County Quiz*, sponsored by a local shoe store. No studio audience is required. Program quizmasters ask questions of observation such as how many mail boxes are there on the main intersection of Santa Ana. A name is immediately picked from the city or county director and announced following the question.

If person designated phones the quizmasters immediately and answers correctly, a cash prize is awarded by the sponsor. If answer is incorrect, or call has not been received at end of three minutes, the question is thrown open to the entire radio audience. First person to call in correct answer receives a merchandise award. Pauses on the program while waiting for telephone calls are filled in with wisecracks, commercials, ad libbing about the question on tap or music.

CHOPPING OATS during the *Food for Thought* program of WCSC, Charleston, S. C., in the Coffee Shop of the local Hotel Francis Marion are three of the hotel guests chosen twice-weekly to indulge in a free meal and chat about this and that with Bob Lehigh, WCSC announcer and host. Around the table here are Guests (l to r) Charles Baddour, Mrs. H. R. Cates and H. R. Cates, Host Lehigh, and Operator Lou Piersol.

* * *

Adolescent Perspective

FRIENDLY informal talks with kids in the studio audience, centered on the solutions to youths' problems, are carried on *Youth Looks at Youth*, heard Fridays on WPTF, Raleigh, N. C. Commentator is J. B. Clark, young WPTF announcer, who originated the idea and writes the script weekly.

* * *

Remote From Homes

KDYL, Salt Lake City, has started a quarter-hour series *The House of Melody*, with each program describing a different home for sale. Capson-Bowman, realty firm, is sponsor. Ted Kimball and Mack-sene Smith broadcast directly from the homes.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & PETERS

Studio Notes

A SPECIAL hookup called the Commonwealth Network and keyed from WHP, Harrisburg, Pa., carried an inauguration day speech of Pennsylvania's new Republic Governor, Arthur H. James, Jan. 27, direct from the executive offices, and this was the first of a series planned by the Governor. A. K. Redmond, WHP manager, planned the hookup, which included KDKA, Pittsburgh; WGBI, Scranton; WBRE, Wilkes-Barre; WSAN, Allentown; WJAC, Johnstown; WRAK, Williamsport; WFIL, Philadelphia; WLEU, Erie; WKOK, Sunbury; WJAS, Pittsburgh; WCAU, Philadelphia; WRAW, Reading.

WCCO, Minneapolis, on Feb. 15 opens its new auditorium studio, seating 500 and accommodating the largest broadcasts of the station, located in the same building, 625 Second Ave. S., in which WCCO opened its new offices and studios in April, 1938. The regular studios and offices occupy the second and third floors, and the auditorium the fourth.

WSYR, Syracuse, on Feb. 1 started a reciprocal agreement with the Brown Newspapers, publishing eight weekly newspapers in Central New York. In return for advertising and publicity space, WSYR allocates a quarter-hour period, 12 to 12:15 p. m. each Saturday, for a program promoting the newspapers.

KDYL, Salt Lake City, recently entertained 500 Frigidaire dealers at the closing banquet of their convention with a half-hour variety show piped from the studio to the Newhouse Hotel. The show, not broadcast, brought in local personalities and kidded some of the dealers.

WKRC, Cincinnati, has issued a new rate card, discontinuing the local rate formerly granted by WKRC and making the station the only local network station in the city operating with one card. Basic rate of the new structure is $300 per hour, class A time, with rates proportionately reduced for other classes of time throughout the morning and afternoon.

WWL, New Orleans, has started a series of good will programs, sending the staff orchestra, soloists, comedians, and a master of ceremonies to local charitable institutions for personal appearances.

CKTB, St. Catharines, Ont., has installed 24-hour Transradio teletype news service, started Feb. 2 which will be supplemented by an extensive local news bureau.

KGVO, Missoula, Mont., arranged a formal dedicatory ceremony Feb. 14 for its new studio and office building.

CONTRACTS have been awarded by WCHS, Portland, Me., for steel work, acoustical treatment, air conditioning and other work incident to building new studios in its present location in the Eastland Hotel.

IN CELEBRATION of the radio affiliation between the College of the Pacific, Stockton, Cal. with KWG in the same city, the stations of the California Radio System on Feb. 8 broadcast a special inaugural program entitled *Pacific Premiere*.

WTAQ, Green Bay, Wis., featured the dedication of its new 5,000-watt transmitter Feb. 12 with 14 hours of broadcasting, starting with a high mass from the National Shrine of St. Joseph, at West DePere, Wis., and including 10 hours of salutory commercial programs.

KYA, San Francisco recently negotiated for the broadcasting of a series of seven rugby football games originating at Stanford University, Palo Alto, during February and March. The games are broadcast on Saturday afternoons, beginning at 2:15 p. m. with Ernie Smith as sports commentator, aided by Station Manager Reiland Quinn, one time rugby star.

FCC Faces Loss of 'Sponsor'

(*Continued from Page 26*)

and interlocking directorate existing in the industry "because through this means we will ascertain if there is control which does not appear in the papers directly when the report is submitted to the Commission."

When Mr. Dirksen observed that the Commission's monopoly investigation amounts "in substance, to an investigation of the Commission by itself", the chairman said he did not interpret it that way. Mr. Dirksen, however, declared it appeared to him as a case of the same judge and jury acting on both sides.

Disclosure for the first time that the FCC has been unable to agree upon any formula or yardstick that it can apply with satisfaction to all transfer cases, was made by Chairman McNinch. The Commission met day after day and tried to thresh out the policy, he said, but concluded unanimously that it was impossible.

After Mr. Dirksen had commented that lack of policy leaves the broadcasting world "up in the air" with respect to the interpretation of rights, Mr. McNinch said it was partially for this reason that the President had requested that consideration be given to new legislation in order that there may be "more preciseness and more certainty not only to the broadcasters but to the Commission that undertakes to administer the law."

Mr. Dirksen asked why some economies could not be effected through issuance of a license for a year or more, particularly in view of the provision in the law that licenses may be issued for three years. Mr. McNinch said no action had been taken upon license extensions and that there was a division of opinion on the Commission. He then observed that so far as he knew a majority of the Commission favored retention of the six-month provision. He added that he did not believe much time could be saved since 90-odd per cent of renewals are cleared as a matter of routine.

Getting Down to Cases

Individual cases before the FCC were discussed by sub-committee members. Mr. Wigglesworth inquired about the FCC denial of the lease of KSFO to CBS and about the acquisition of WNAX, Yankton, S. D., by the *Des Moines Register-Tribune* last fall, which he held gave the newspaper organization "substantially blanket control over the State of Iowa", pointing out that it already operated three other stations. Mr. Wigglesworth also inquired about the status of the WNAC, Boston, renewal cases involving complaints which have been pending for some time.

Rep. Houston (D-Kan.) wanted to know why the Commission had not acted on the application for removal of KFBI from Abilene to Wichita. He caused some consternation when he said from what he observed he thought the matter was before Commissioner Case. Chairman McNinch hastened to bring out that such matters are confidential but Mr. Houston said he did not care who had it; he said he wanted action, and desired to know whether it will be granted. Chairman McNinch responded he would ascertain the status and let him know "very promptly".

In seeking to justify the proposed $300,000 increase in appropriation, Chairman McNinch pointed out that the bulk of the funds were required for increased personnel with an additional fund of about $50,000 for replacement of obsolete technical equipment in monitoring stations and for new apparatus to monitor the new ultra-high frequency band.

Law Staff Busy

In asking additional funds for the law department, it was brought out that recent court opinions have imposed requirements on the Commission under which about double the present number of attorney hours will have to be devoted to broadcast cases in which hearings are held. It was also brought out that the Commission proposes to dispatch attorneys from Washington to take depositions in the field, whereas in the past such depositions have been taken only before notary publics with no FCC attorneys on hand.

Referring to the court decisions, General Counsel W. J. Dempsey stated that the FCC must now provide more detailed findings of fact; that filing of a petition for rehearing is necessary before an appeal in order to exhaust administration remedies, resulting in an almost automatic petition for rehearing, and that the Commission must go into the competitive situation in cases involving new facilities in an area already served.

In the accounting field, the Commission discussed its statistical survey of the broadcasting industry made last year covering 1937 operations and added that a continuation of such studies, at least on an annual basis, appears necessary to furnish the Commission with "factual information regarding the broadcasting industry and regarding individual broadcasters and 'chains'." No additional personnel was requested, however.

Stressing the overtime work of Commission personnel, Mr. McNinch said that during the last fiscal year it amounted to about 2,000 days or the equivalent of about five days for every person in the Washington organization of about 400 people. Since the end of the fiscal year the overtime condition has grown somewhat worse, he said. He added that the Commission puts something like 90% of its time on radio.

Chairman McNinch and Commissioner Walker were examined closely by sub-committee members on the $1,500,000 AT&T investigation. Mr. McNinch said in his opinion the Commission cannot "and therefore will not be able to do anything effective in the way of regulation of the telephone industry in this country under its present setup, or its present budget."

Saves Brother

THE six-year-old daughter of William B. Ryan, NBC sales manager in San Francisco, saved the life of her two-year-old brother, Jimmy, recently but she was seriously injured herself when struck by an automobile. Little Barbara Ann saw her brother dash into the path of a car, ran after him and pushed him safely out of the way. In so doing she was struck by the rear end of the auto as it swerved to avoid the children. She received a skull injury.

That is because radio "is an insistent, urgent thing that is on our doorstep every day."

Reorganization Steps

Reorganization of the FCC, effected by Chairman McNinch in several stages, brought a torrent of questions from sub-committee members, particularly in connection with the dismissal of Hampson Gary as general counsel and his replacement by William J. Dempsey; the abolition of the Examining Division with the subsequent release of Chief Examiner Davis G. Arnold and Principal Examiner Melvin H. Dalberg; the abolition of the Press Section with the dismissal of G. Franklin Wisner, and the setting up of a new section which brought Marion L. Ramsay and C. Alphonso Smith to the FCC on a temporary basis. The new hearing procedure eliminating examiners also was subjected to criticism.

Apropos newspaper ownership, Mr. McNinch said no policy has been formulated but that the Commission is acquiring information as to how many newspapers own stations in whole or in part, along with other pertinent data, in its network inquiry. Asked his own conception of the proper policy, the chairman said he had not formulated any except that under the present statute the Commission can make no distinction between a newspaper and any other corporation or organization.

In his outburst on the House floor Feb. 6, Rep. Wigglesworth declared the President's proposal for a three-man Commission appeared to be an attempt to wipe out the Commission as now constituted and substitute "a more centralized administration".

SEEDS and SALES!

For a volume sales harvest, let WAIR sow your advertising seeds throughout this fertile, receptive money-spending market. WAIR is a powerful sales producer.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

VARIETY
speaking of awards...

Now let's see . . . we received an Americanization award . . . won a Variety Showmanship plaque . . . and last week were presented with the "Award of Renewal" for another year by Proctor & Gamble. Of course, we receive Advertising "Awards of Renewal" quite often. It's only natural, for they are based on our "Sales Award" which Sponsors get every day when they exploit "The Italo-American Way!"

WOV
NEW YORK
1000 WATTS

THE INTERNATIONAL
BROADCASTING CORP.
NEW YORK

WBIL
NEW YORK
5000 WATTS

XUM

P & G Foreign Spots

PROCTER & GAMBLE, Cincinnati (Oxydol), on Feb. 5 started a varying schedule of three to five weekly five-minute news programs on the following stations in the following foreign languages: Italian, WIND, Gary; WGES, Chicago; WJBK, Detroit; Bohemian, WEDC, Chicago; WHFC, Cicero; Bohemian, Polish, Italian, WGAR, Cleveland; Italian, Slavic, Polish, WWSW and KQV, Pittsburgh; Lithuanian, WHFC, Cicero, Ill. Blackett-Sample-Hummert, Chicago, is agency.

Larus Adds Outlets

LARUS & BROS., Richmond, Va. (Domino cigarettes, Edgeworth tobacco), which has been sponsoring a series of 13-week spot campaigns on a list of nine stations, recently added KJR, Seattle, and KEX, Portland, Ore., to the list carrying the twice weekly spot announcements and on Feb. 20 will add KFI, Los Angeles, with five spots weekly. Warwick & Legler, New York, handles the account.

A Studio Buzzes

PANDEMONIUM broke loose the other night in the studios of WOR, Newark, when 2,340 trained bees, who were performing with their owner, William E. Davis of Norristown, Pa., on the *Famous First Facts* program, escaped from their box. Luckily the studio audience had departed, and it was merely a matter of time till they all (WOR hopes) clustered around Mr. Davis and were returned to their wired cage.

Household Magazine on 30

HOUSEHOLD MAGAZINE, Topeka, on Feb. 13 started a two-week campaign of spot announcements on 30 stations. Presba-Fellers & Presba, Chicago, is agency.

U. S. Recording Moves

U. S. RECORDING Co., Washington, subsidiary of the U. S. Research Corp., has taken over the former studios of WMAL at 712 Eleventh St., N. W., and now is operating from four completely Western Electric equipped studios. Headed by R. C. Miller as president, with Joseph X. Tait as commercial manager, Don Brown as sales manager and Earl A. Merryman as chief engineer, the recording firm has in production a series of transcriptions on the political situation in Washington as seen by former Congressmen. In January it completed four 15-minute transcriptions for the President's Birthday Ball distributed by Chester M. Wright & Associates, Washington agency, to 360 stations. It has also completed a series of twice monthly transcriptions for the American Federation of Labor, also to go to 108 stations through the Wright agency.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Radio Station expanding sales department. Needs energetic and live salesman. All replies will be held in strict confidence. Box A246, BROADCASTING.

Pacific northwest network station wants salesman who can sell local accounts. Good starting salary, references and salary with reply. Box A250, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators, and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Situations Wanted

Successful Sales Manager, 31, eight years experience, desires to manage midwest station. Box A251, BROADCASTING.

Announcer-producer knows dramatics and program lines. Educated. Single. References. Box A208, BROADCASTING.

Licensed operator desires position with broadcast station. Experienced. single. References. Box A247, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Handle studio utility, references, recordings available. Box A252, BROADCASTING.

Advertising salesman, ten years experience, desires change. Average $50.00 weekly on Commission. Best of references. Box A255, BROADCASTING.

Operator, licensed, First Class, R. C. A. graduate, 21, single, with some experience in production desires apprentice position. Good references. Box A245, BROADCASTING.

Productive salesman, ad-man, writer, commercial manager, age 26, happy, peppy, dependable. For sale cheap to station or agency. Box A249, BROADCASTING.

Announcer: Four years experience, news, sports, commercials. Now employed. References. Go anywhere. Box A244, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

News Narrator: Four years same sponsorship. Same station as program director. Thoroughly experienced in production servicing accounts. Minimum salary $50.00. Best references. Recording on request. Box A242, BROADCASTING.

Lawyer—ten years' experience radio, motion picture and theatrical enterprises. Capable handling administrative details. Desires position with growing company, legal or executive capacity. Box A253, BROADCASTING.

Announcer: Wants job immediately. Handles commercials, newscasting, musicals. Experienced, reliable. $22.50. Box Box A257, BROADCASTING.

Situations Wanted (Cont'd.)

SALES-promotion-station management. Young man, 31, with excellent record of experience in local and national sales seeks new connection preferably in East. Good mixer and former president of local Rotary. Best of references. Box A248, BROADCASTING.

FOUND: An engineer who likes work—who enjoys maintenance, can design and construct equipment. Graduate two accredited radio schools. Five years marine, three years broadcast experience, first phone, first telegraph, class A amateur license. Now employed; looking for opportunity to advance. Go anywhere. Box A254, BROADCASTING.

Young operator, 25, Christian, at present with General Electric, looking for position in technical end of broadcasting. Outside New York City preferred. Six years experience in radio and sound. First class license. College and recent New York City engineering school; but common sense and ability to get along with people best assets. Box A243, BROADCASTING.

NOT THE BEST!

Station or commercial manager, but for aggressive, intelligent operation, backed with complete knowledge of radio industry, hard to beat. Completing successful management of local station being sold at attractive price. Young, university graduate, many radio and agency contacts. Assurance of honest, earnest endeavor facilitating only best relationships, proving mutually profitable. Complete references. Box A256, BROADCASTING.

Schools

WRITING FOR RADIO

WRITERS: are your programs clicking? AGENCY MEN: why not learn how? ANNOUNCERS: prove more valuable! Home Study Course of Collegiate standing. Send for Circular B. Approved School. RADIO INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

For Sale—Equipment

Bargain: Radiotone CP10 sixteen inch professional portable recorder with B11 amplifier, crystal microphone and stand. Practically new. Original cost over $700—will sacrifice both units for $350. Box A241, BROADCASTING.

For Sale: One Western Electric 12-B 100 watt radio transmitter used three years. Condition equal to new. Address Chief Engineer, Radio Station WOL, Washington, D. C.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

MBS Operations Described at Inquiry

Stations Get Average Return of 47% From Net

(*Continued from page 17*)

nial Network, the round robin serving the northeastern quarter of the United States, Oklahoma Network, Texas State Network, and the West Coast Section comprising territory in the Midwest bounded by St. Louis, Minneapolis-St. Paul, Denver and Coffeyville, Kan., the Don Lee California and Don Lee Northwest networks.

Explaining the contract between MBS and AT&T, Mr. Poole stated that the network in 1938 paid the telephone company $581,286.81 for wire service, not including the amount paid by affiliated regional networks for their own wire facilities. Including the wire costs of regional tie-ups, the network and its affiliates and participating groups paid a total of $1,017,333.17 to AT&T in 1938, he declared. Of this amount, permanent lines during the year, for MBS alone, amounted to $496,103.69, and temporary lines $85,183.12, with monthly line charges running from $39,991.60 in January to $42,123.61 in December 1938. He also described instruction sheets sent to stations and to the telephone company, along with a cue guide, for controlling connections on the network.

Cross-examined briefly by Mr. Porter, Mr. Poole discussed the types of circuits available from AT&T for use on the network, particularly the Class A and Class C lines furnished by MBS. The national network lines, he pointed out, extend from New York to Los Angeles, through the round robin setup of the Northeast with branches from the main line to St. Louis and through Oklahoma to Fort Worth. Each of the regional networks and off-the-line stations supplies its own lines to its affiliates and to the nearest point-of-pickup from the MBS Basic Line Service.

Functions of Network Reviewed by Antrim

E. M. Antrim, executive secretary and treasurer of MBS and assistant business manager of the *Chicago Tribune*, followed Mr. Poole to the stand. Presenting a list of the MBS officers, directors and personnel, Mr. Antrim declared that he did not think there was any relationship between MBS officers and users of the network that would directly result in sale of network time to an advertiser. He qualified his statement by observing that in several cases officers and directors probably had small holdings and investments in other business interests, not enough in themselves to cast any appreciable weight in conducting the business, and that the *Chicago Tribune* used WGN and R. H. Macy Co. uses WOR, which each respectively owns, for local programs, although neither broadcast their programs over the network through the stations.

With the exception of European programs originated by John S. Steele, MBS London and European representative, which MBS finances, the network itself produces no programs, Mr. Antrim said, adding that it also maintains no artists bureau or engineering department, engages in no international shortwave broadcasting and owns or operates no stations. The network's function lies solely in making programs available to member stations, contracting with advertisers for commercial programs on member stations through the network, and purchasing wire facilities, he declared.

The MBS organization is divided into three groups, he continued: Member stations—WGN and WOR—which in effect underwrite the network's operation; participating stations, which include the Colonial Network, United Broadcasting Corp., Western Ontario Broadcasting Corp. (CKLW, Detroit-Windsor), and Don Lee Network, and which contribute a share of the network's operating expenses, over and above wire charges; and affiliates, which merely carry network programs, give MBS a commission on sales made to defray wire costs, and are bound by no agreement to participate in paying general operating expenses of the network.

WGN and WOR Have Special Contracts

WGN, Inc. and Bamberger Broadcasting Service Inc., for the member stations, WGN and WOR, have a formal agreement with MBS which has been extended to Jan. 31, 1940, Mr. Antrim said, whereby the network agrees to purchase wire facilities and secure contracts from advertisers, receiving as its share 3½% of the total net receipts from MBS programs carried by the stations, unless the member station secures the contract from an advertiser, in which case MBS gets only 1½%. The stations, under the contract, each agree to assume liability for half the amount of any deficit which may result in case general operating expenses and wire charges exceed the network's income, in addition to their individual shares in the general operating expense, which have been set at $3,775 per month under the 1939 budget.

Colonial Furnishes Its Own MBS Lines

Under the contract with Colonial, operated by John Shepard 3d., the regional network agrees to furnish at its own expense telephone lines to pick up MBS service, to pay MBS a full member's share of the operating expenses, other than wire charges, along with the customary 3½% of the total net receipts.

United Broadcasting Co., operating WHK and WCLE, Cleveland, and WHKC, Columbus, under its contract, agrees to pay MBS 3½% of its receipts from network advertisers, $534 per month for wire charges, and $2,775 per month for general operating expenses.

The contract between MBS and Don Lee provided that MBS supply wire service between Chicago and Los Angeles, with Don Lee supplying at its own expense wire service to its affiliates from Los Angeles, that MBS get the customary 3½% of total net receipts (1½% if the contract is secured for MBS by Don Lee), that Don Lee pay $3,100 per month toward operating expense and ⅝ of the wire charges from Chicago to Los

KEY WITNESS for MBS in opening its presentation before the FCC Network Inquiry Feb. 7 was E. M. Antrim, secretary-treasurer of the network and assistant business manager of the *Chicago Tribune*.

Summary of Concluding Days of CBS Hearing . . . .

WILLIAM B. LODGE, in charge of the radio frequency division of the CBS engineering department, began the CBS presentation on duplication of service Jan. 31, under examination by Duke M. Patrick, handling this phase of the investigation for the network, as the FCC resumed its inquiry into network operations.

Mr. Lodge explained the allocation structure, based on the 1928 regulations, from which the present structure is a "gradual evolution". Outlining technical improvements made in the industry since 1928, Mr. Lodge cited increased antenna efficiency, which has resulted in an estimated 50% increase in signal strength for the average station; higher modulation and amplifier efficiency, serving to increase the signal 100%; adoption of the limiting amplifier, accounting for another 50% increase, and improved receiver selectivity, bringing an additional 40% increase.

A modern station, operating with the same power now as in 1928, by adopting these improvements would increase its signal by 6 times, equivalent to a power multiplication of about 40, he estimated.

FCC Order No. 116, covering frequency tolerance, served for duplicated stations to increase the signal 5 to 1 and power 25 to 1, he added. Through this "tolerance" provision service of shared-channel stations has been increased about 1,000 to 1, he said.

Improved Service Given Rural Listeners

Also citing directional antennas, of which he said about 60 were now in use, and automatic volume control, he explained that the latter is dependent on selective fading and strength of signal.

Summarizing the improved picture since 1928, Mr. Lodge said rural service was much improved, largely because of automatic volume control and superior aerial equipment, while as for urban listeners, who require a better signal due to noise level, primary service is not so much improved as might be expected, although the signal is stronger and better when increased power is taken into consideration.

Discussing the Havana Treaty and the proposed new FCC regulations, Mr. Lodge described them as "another step toward" greater use of the developments of the past years, although "gradual evolution" still will prevail.

Interpreting a 31-page volume containing maps and statistical compilations, Mr. Lodge presented the duplication picture of 110 CBS stations. Based on field intensity surveys for 58 of the 110 stations, with the remainder "accurately estimated", the exhibit showed the daytime ½ millivolt areas of 26 CBS basic and optional basic stations covering 410.200 square miles, 13.8% of the U. S. area, and 60,056,000 potential listeners, or 48.9% of the U. S. population; of 37 stations in an "average" CBS network, 649,500 square miles (21.8%) and 72,733,000 (59.2%); and the 110 stations in the "complete" daytime network, 1,163.100 square miles (39.1%) and 93,882,000 (76.5%).

The nighttime ½ millivolt areas of the "basic" stations was indicated as 140,600 square miles (4.7%) and 42,795,000 (34.9%); of the 66 night "average network" stations, 337,700 square miles (11.4%) and 60,544,000 (49.3%), and of 108 stations on the "complete" network at night, 365,500 square miles (12.3%) and 66,676,000 (54.3%).

Daytime Service Area Larger Than Nighttime

Mr. Lodge pointed out in his discussion of the exhibit that the nighttime service area generally is smaller than the day because of the interference of other stations operating on a shared-channel basis and the rise in the general noise level.

Describing daytime groundwave duplication, computed on the basis of present FCC standards of satisfactory service, he pointed out that no signal was received by 62,719,000 listeners, or 51.08% of the U. S. population, covered by the 26 stations in the basic network; one signal was received by 55,572,000 (45.26%); two by 3,139,000 (2.56%); three by 867,000 (0.71%); four by 356,000 (0.29%), and five by 122,000 (0.10%). For the 37-station "average network" listeners, no signal was received by 50,042,000 (40.76%); one by 67,407,000 (54.90%); two by 4,648,000 (3.79%); three by 623,000 (0.51%); four by 55,000 (0.04%). For the 110-station "complete" network, no signal was received by 28,893,000 (23.53%); one by 82,743,000 (67.39%); two by 8,030,000 (6.54%); three by 2,212,000 (1.80%); four by 731,000 (0.60%), and five by 166,000 (0.14%).

Nighttime groundwave duplica-

(*Continued on page 82*)

Angeles. Also included in the contract is a bi-lateral exclusivity agreement.

Traces Development From Early Formation

Questioned by Judge Sykes on what MBS would do with a profit, since it "operated practically" as a non-profit organization and was a "cooperative network", Mr. Antrim said nothing in the charter would prevent MBS from declaring a dividend, although he added that profits probably could be used to pay wire charges and extend services like the European pickups.

Tracing the history of MBS, Mr. Antrim told of the early overtures of WGN directed at organizing a network to coordinate sustaining and commercial program service between a group of stations, and the ensuing agreement between WGN, WOR, WXYZ and WLW to operate a four-station network which since has grown into "a 110-station coast-to-coast network". He reviewed a 1934 contract between WGN, WOR and WXYZ, which was also orally agreed to by WLW, and another between WGN and WOR, which resulted in formation of the round robin network.

Mr. Antrim also produced a contract dated Jan. 31, 1935, between MBS, WOR, WXYZ, and WGN, describing it as the basic formal agreement entered into by MBS. He explained also that although the original 10 shares of MBS stock, five held by WGN and five by WOR, were increased to 15 in 1936 and the additional five shares taken by WLW, the Cincinnati station in 1937 turned them in, and at present WGN and WOR each hold 7½ shares. WLW's present status is that of an affiliate, he added.

MBS LINEUP as the FCC Network Inquiry began its fourth month included (l to r) William B. Dolph, general manager of WOL, Washington, MBS outlet; Adolph Opfinger, program service manager; Andrew L. Poole, traffic manager, Miles E. Lamphiear, auditor. Observers in back row are Phil Merryman, NBC station relations; A. L. Ashby, NBC vice-president and general counsel, and James W. Baldwin, Washington attorney.

Cross-examined by Mr. Porter, Mr. Antrim estimated that wire costs represented about two-thirds of the total MBS expense, with "operating expenses" amounting to only about one-third. Member and participating stations' shares in the general operating expense are determined when the annual budget is drawn, he explained, and the stated amounts, except for WGN and WOR, are maximums. Although no provisions are made in the contracts, the member stations, WGN and WOR, have deposited $20,000 each with MBS as working capital for the network, he said, adding that MBS pays 4% interest on these deposits.

In addition to furnishing its own lines to pick up and distribute MBS programs, Colonial pays a full member's share of general operating expenses, Mr. Antrim explained.

Questioned by Acting Chairman Brown and Commissioner Sykes, Mr. Antrim explained that since the 110 stations in general take only "some" and not "all" MBS programs, both sustaining and commercial, the network, when an agency approaches with a list of desired stations, must contact the stations to see if they are available for the account before consummating the transaction. He continued that with MBS ordinarily dealing with the agency rather than the advertiser, the MBS salesmen generally make the actual sale, receiving as commission 2% of the 3½% received by MBS, leaving the network "in the long run" only 1½% to be applied on expenses of operation.

Mr. Antrim explained that by the agreement of CKLW with MBS the Detroit-Windsor station underwrites a $30,000 per year return for the network, then receives 15% of the next $25,000 worth of network business placed on the station, and 50% of all over $55,000. He explained further that since Detroit is an important and valuable market to MBS, the network was anxious to maintain its coverage, after WXYZ joined NBC-Blue, and arranged affiliation with CKLW on a basis that would not "unduly burden" the station.

Miles E. Lamphiear, MBS auditor and office manager, explained the financial operations of the network and described a series of exhibits dealing with its dollar volume, payments to affiliates and participations of member stations in profits as distinguished from affiliated stations.

Financial Operations Reviewed by Lamphiear

In 1938, MBS had a gross billing of $2,272,661.99 with net revenue of $1,165,131.90, or 50.78% of its billing. Affiliated stations, irrespective of location but exclusive of the participating stations, had gross billings of $600,991.49 during the year with a net return of $271,483.44, which represented 45.17% of the advertiser's dollar. Eleven stations constituting major market affiliates in the Eastern and Central sections of the country had gross billings of $358,300.43 during 1938 and a net revenue of $223,521.40, representing a net income of 62.3%.

Mr. Porter closely examined Mr. Lamphiear in connection with the exhibits, seeking particularly to ascertain whether WOR and WGN, as the principal participating stations, realized a greater proportion of the net income than other participating stations or affiliates.

The tables showed in the case of WOR that in 1938 it had a gross billing on MBS of approximately $461,000 and a net revenue of approximately $281,000, or 59.35% net. In the case of WGN, its gross MBS billing was $264,455 and its net approximately $121,000 or 43.41%.

Business of Station Governs Net Profit

Mr. Lamphiear explained that the sum total of the net profit depended upon the amount of business carried by the particular stations and that those in the major markets and in greatest demand by advertisers obviously were in a position to absorb their fixed network costs and share to a greater extent in dollar volume in the net revenue although percentagewise the WOR and WGN figures were below those of certain other stations. He explained that if WGN and WOR both had the same gross billings, they would show exactly the same net return. Mr. Lamphiear pointed out, for example, that United Broadcasting Co. (WHK-WCLE-WHKC) had a gross income from MBS in 1938 of $46,787 but ran a deficit of $727.73.

Still dealing with the respective positions of WOR and WGN as owners of the MBS stock, Mr. Lamphiear declared that if an affiliated station had as large a gross as these stations it would actually realize more net profit since it

KGW-KEX *sells furniture with* "COVERED WAGON DAYS"

● Starting its eleventh consecutive year as a user of Oregonian radio service, Gevurtz Furniture Co., of Portland, Oregon is on the air with "Covered Wagon Days" — a thrilling epic of the early West. Says Mr. Brant, manager of the Company: "We credit our KGW-KEX radio advertising as the principal factor in our 30% increase in sales in 1938. Much of this new business came from your secondary coverage area. Suburban dwellers have proved to us their great liking for 'Covered Wagon Days' and your thorough coverage of the suburban as well as city areas."

KGW
620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS
NBC Red

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1180 KC 5000 WATTS CONTINUOUS
NBC Blue

Representatives — EDWARD PETRY & CO., Inc., New York, Chicago
Detroit, San Francisco, Los Angeles

The Z NET

Not 40 per cent — *but 90 to 100 per cent* of the radio listeners always tune to only—

KGIR *Butte* NBC Affiliates KFPA *Helena*

would not be loaded with the fixed contributions toward the network's maintenance.

While MBS operates on a non-profit basis, and therefore would not be subject to payment of Federal income taxes, it was assessed on taxes on its 1938 returns because of the existence of a reserve account maintained for reduction of expenses. The sum on which taxes were paid amounted to approximately $31,000, he said.

Participating Groups And Operating Expenses

The six participating stations and groups (WOR, WGN, CKLW, United Broadcasting, Colonial and Don Lee) contributed during 1938 an aggregate of $200,863.11 for operating expenses, Mr. Lamphiear disclosed in describing an exhibit. In addition there was approximately $58,000 represented by funds recovered from revenue accruing to the participating stations or a total of $258,960 contributed by these stations for operating expenses during the year.

This table showed that WOR and WGN each contributed $38,801 for that purpose; Don Lee, approximately $36,000; Colonial, $35,571; UBC, $32,646, and CKLW, approximately $19,000.

In breaking down the cost of basic wire lines, which aggregated $506,356.87 for the calendar year, Mr. Lamphiear brought out that WGN and WOR contributed identical amounts of $68,479.87; Don Lee, $84,009.58; CKLW, $36,813.31, and UBC, $6,408. Colonial did not contribute, since it pays its own wire costs. Affiliated stations contributed $152,046.24 while contributions on basic lines from other than radio stations represented $25,334. The balance of $64,786 was that recovered from revenue accruing to the underwriting on participating stations.

Balance Sheet of Network Reviewed

Mr. Lamphiear brought out that if the participating stations paid on the same basis as affiliates, or on the average of 15%, toward the maintenance cost of the network, their contributions would be substantially lower. Don Lee, for example, instead of contributing a figure of $128,948, would have paid about $38,000 on the 15% basis; WOR, about $58,000 in lieu of $120,828, and WGN, about $33,000 instead of $114,765. Thus, it was brought out, the actual member stations bear about 3½ times the amount of expense as compared to affiliates.

Total assets of MBS at the end of 1938 aggregated $273,677.82, according to the network's balance sheet. In 1937 the figure was $181,939; in 1936 it was $154,773; in 1935 it was $98,515; in 1934, $23,000, and in October, 1934, when MBS began business, the total assets were $1,000.

In a statement of revenue and expense, it was shown that the net revenue from time charges billed on MBS invoices aggregated $717,586.90 in 1938. Wire charges represented $416,000 of this amount, operating expenses approximately $201,000 and sales commissions approximately $100,500.

REVISED COUNSEL table lineup for the FCC as the Network Inquiry began its fourth month saw S. King Funkhouser (center), recently appointed special counsel, flanking George B. Porter, assistant general counsel (left) and DeQuincy V. Sutton, head accountant.

A breakdown of hours of broadcast commercially fed to the network for Sept. 1, 1937 to Aug. 31, 1938 showed a total of 4,890½ commercial hours. Of this amount, 1,277 hours were fed to other regional networks; 3,078 hours to affiliated stations, and 533 hours to stations temporarily affiliated with the networks. WGN carried 471¾ total commercial hours during the fiscal year; WOR, 382⅞ hours; CKLW, 274½ hours; WFIL, 256¾ hours; WCAE, 227¾ and KWK 182½ hours, constituting the leaders in the individual station field. Among the networks, Colonial carried 372⅞ hours; Don Lee, 365¼ hours, and UBC, 169 hours.

Threefold Objective Is Cited by Fred Weber

To start the Feb. 9 session, Mr. Caldwell called Fred Weber, MBS general manager, to the stand, with S. King Funkhouser, recently appointed special counsel, relieving Mr. Porter as Commission counsel. Explaining that as general manager of the network he was responsible to the officers and directors as well as the participating members, Mr. Weber outlined a threefold network policy: Providing advantages of network service on a nationwide basis with maximum independence for participating stations; operating on a non-profit basis, and providing the greatest amount of revenue and the best programs available.

Program policies of the network

G. A. R.

Guaranteed Available Response . . . there's a new term for Radio (or for any medium—what?). Meaning is—the actual buying potential for *your product alone* which the audience to a *specific* program, now on the air and *available* for sponsorship, has.

The Program is "Marriage License Romances". Quin Ryan interviews altar bound couples at Chicago's City Hall and it comes to KWK through the Mutual Broadcasting System every Monday, Wednesday and Friday from 2 to 2:15 in the afternoon.

If an entire family can consume $28 worth of your merchandise in a year (surely they can!)—the G. A. R. of this program is *One Million Dollars*. That's a fair increment to add to any bank balance!

Furthermore, there is no concurrent program on *any* St. Louis Station with a G. A. R. quite so large. Statistics are crouching in any Raymer office, and in our own, to spring with affirmation upon interested time Buyers.

KWK

THOMAS PATRICK, INC.
HOTEL CHASE ST. LOUIS

Representative
PAUL H. RAYMER CO.
New York - Chicago
San Francisco

MUTUALLY interested in the FCC Network Inquiry proceedings were (l to r) Percy Russell, MBS associate counsel, George Davis, consulting engineer of the Page & Davis firm, and Fred Weber, MBS general manager, who talk over some problems raised by the evidence.

are differentiated between sustaining and commercial activities, he said. As for sustaining features, he explained, stations are encouraged to provide the best programs possible and to make them available to others, taking into consideration time of day, program balance on the network as well as on individual stations, wishes of listeners, and coordination of all individual program facilities for network service, i. e., shifting individual schedules to make certain programs more conveniently available on the network.

On commercial schedules, MBS charges the maximum card rate of stations, each station may accept or reject any program, the standards of the originating station are accepted by the network and determine whether the program goes on the air at all, and in addition each station on the network exercises its own discretion in matters of policy, as with its own programs.

Mr. Weber explained a series of exhibits, including a schedule of network rates and various forms used by the network from the time of its first contact with an advertiser's agency, through its inquiry for available facilities, to station commitment and final memoranda on the details of the contracted advertising programs. The contract with the advertiser, he pointed out, carries a provision allowing MBS "at its discretion, without liability" to appropriate scheduled commercial time for special events broadcasts of importance, which, he added, was done "from time to time".

The station commitment form, sent to all stations to familiarize them with the provisions of the pending contract with the advertiser, must be signed individually by the stations, and no agreement is reached with the agency until all stations participating in the schedule have signed, he explained.

Station Availability Creates a Problem

The need of sending out "availability inquiries" leads to difficulties in soliciting business for MBS, he stated, since the salesman cannot approach the advertiser with assurance either that a definite number of stations or a definite time over a period will be available for the account. All this must be settled subsequently after communication with the stations desired by the advertiser, he explained.

Mr. Weber also discussed MBS gross billings by agencies during 1938, listing 52 agencies, with billings ranging from $397,393 to $1,400 during the year. Listing commercial programs and sponsors on MBS for 1938, he pointed out that last year the network carried 10 cooperative programs, a growth of 1,000% from the single cooperative feature carried in 1936.

Receipts from cooperative programs amounted to $52,512 in 1936, he said, 2.5% of the total MBS billings for the year. In 1937, with three cooperative programs on the air, receipts jumped to $114,811, amounting to 5.1% of total billings and a 118.6% dollar increase over 1936. Receipts nearly tripled in 1938, amounting to $339,819 for the 10 programs, 11.6% of total billings, and representing a 195.9% dollar increase over 1937.

Programs from foreign sources carried by MBS he divided into two classifications, those originated by the network's foreign representative and others originated by foreign stations and transmitted to MBS for distribution on the network.

He also discussed two pieces of "typical promotion literature" of MBS, offered as an exhibit to demonstrate the efforts of MBS to sell the network idea to advertisers.

The tendency is toward larger network hookups because of higher program production costs, he commented, citing the current labor situation in the radio industry as one reason for increased expense. Since a larger amount must be spent on talent and production, a larger distribution is necessary to yield a comparable economic return to the advertiser, he explained.

In 1938, of the 56 advertisers using MBS, counting cooperative programs as one account, he said 41 used MBS exclusively and 15 non-exclusively. Of the 83 using CBS, 52 operated on the network exclusively and 31 non-exclusively, he added, and of the 116 on NBC networks, 88 were exclusive and 28 non-exclusive.

Policy in Adding New Affiliate Stations

Classifying MBS advertisers by expenditure groups, he said there were 11 advertisers, constituting 23.4% of those using MBS, who in 1938 spent under $50,000 annually for advertising in all media; 8 (17.03%), who spent $50,000-$100,000; 6 (12.77%), 100,000-$200,000; 12 (25.53%), $200,000-$500,000; 5 (10.64%), $500,000-$1,000,000; 1 (2.12%), $1,000,000-$2,000,000 and 4 (8.51%), over $2,000,000. He also explained an exhibit classifying NBC, CBS and MBS stations according to authorized power, which showed that MBS serves 32 stations with other network affiliations.

Mr. Weber briefly explained the history of MBS, tracing its growth from the 4-station hookup of 1935, with each station originating one commercial program to be carried by the others, to the present coast-to-coast coverage, which he said was the result of an increasing demand for expanded coverage by satisfied advertisers and for network program service by stations.

MBS' policy in taking on new affiliates centers principally on obtaining coverage in unserved areas, he commented, although the network is "blocked out" in many cases by restrictive or exclusive contracts of stations with other networks. Because MBS stations are served programs originating in many points over the country and are encouraged to originate programs themselves, probably better than usual because they are to be carried on the network, MBS stations get a more widely geographically distributed program service, he said, adding that in no week have MBS programs originated in less than 18 separate areas of the country.

There is a complete lack of adequate facilities in some areas, he continued, in addition to the lack of facilities in other areas because of contract restrictions. If it were not for limitations, the station would have no reason for not taking the MBS schedules, Mr. Weber commented, because it would get the same card-rate revenue as it would for local commercial programs, it would get programs of better quality, and it would benefit from better programming, which would boost listener interest and work to help local sales.

Concluding his direct testimony, Mr. Weber said that MBS' return from business placed on affiliated stations, apart from the two members and participating groups, amounted to a 15% commission on the net card rates after the 15% agency commission had been deducted, with the individual station paying the cost of wires connecting with MBS lines.

Discusses Effects of Restrictive Contracts

Questioned as to the effect of restrictive contracts, under cross-examination by Mr. Funkhouser, he said that fundamentally a restrictive contract operated to deprive certain areas of a greater choice of programs and "a valuable additional service". He added that although listeners might not have "an actual preference" for a certain program not available to a particular area because of restrictions on the network operations of the stations serving the area, they do have a "desire" for the program in many cases.

Continuing his discussion of the restrictive situation, Mr. Weber reviewed the available facilities and network connections of stations in Kansas City, Cleveland, Baltimore, Birmingham, Providence, and Omaha. He said there were only 42 cities in the country with three or more fulltime stations of substantially equal facilities, including local stations with adequate coverage, in which the three national networks could operate on anything like equal terms.

MBS' business has developed rapidly, he admitted, but "we are not satisfied". He pointed out that MBS, since its start, has been presenting new developments and expanding, and for this reason agencies have welcomed the third network as a healthy stimulus to competitive development among the networks.

The restrictions, which he said were "of great concern" to MBS, from an economic standpoint deprive the stations of the opportunity of carrying programs, at their regular card rates, which they could otherwise carry. Because they can refuse an MBS program, MBS affiliates hold a stronger position financially with regard to the commercials they can carry, he commented, since although they do not carry a particular network commercial program, they still have their pick of network commercial and sustaining programs as well as the opportunity for local business. He pointed out that in 1938 affiliates received an average net of 45.17% of their card rates for the MBS programs they carried.

Stating that he thought competition should exist "on a similar basis", in response to the question by Mr. Funkhouser on whether he thought the competition of NBC's two networks was "a competition that could be naturally expected", Mr. Weber cited the case of a client approached by MBS who put his show on NBC-Blue because through heavy use of time on NBC-Red he had become entitled to a 25% discount on the Blue, a situation with which he said "MBS cannot compete".

Religious Programs Subject to Questioning

When Mr. Funkhouser cited the three "religious accounts" listed among MBS sponsors—*Old Fashioned Revival* of Gospel Broadcasting Assn., *Lutheran Hour* of Lutheran Laymen's League, and *Let's Go Back to the Bible* of Moody Bible Institute—Mr. Weber explained that although the network furnished free time for all religious faiths, sectarian groups can buy time for an extended series of special programs through the local stations on the network. He estimated that MBS in 1938 received "less than 10%" of its 1938 gross revenue from programs sponsored by religious groups.

Sunday is a good commercial advertising day for MBS because audiences are large but principally because more time is available, particularly early in the day, he said. He pointed out that stations can provide time without restriction on Sunday from 12 noon to 2 p. m. and 4 to 5 p. m. (6-7 p. m. CST). On the other hand, MBS' night service was "weak", he said, because of restrictions cutting down available time, which in turn causes the advertiser to turn to other times during the day "where he can grow". He said night schedules sometimes were so crowded, that "we have as many as three or four programs going out in different directions".

Asked for his proposals to overcome the ill effects of restrictive and exclusive conditions, Mr. Weber said that consideration should be given to the length of exclusivity agreements, citing five-year contracts as too long, and to the situation where, if only three comparable fulltime facilities are available in an area, further development would be limited by restriction.

Opfinger Tells About Sustaining Programs

Adolph Opfinger, MBS program service manager, opened the half-day session Feb. 10, under direct examination on MBS sustaining programs by Percy M. Russell, MBS associate counsel. His duties are primarily to construct and assemble the program schedule for the network and coordinate the program activities of member stations so far as their programs pertain to the network schedule, he explained.

Discussing an analysis of the sustaining program schedules for three weeks in the spring, summer and fall of 1938, Mr. Opfinger explained that MBS provides free time for religious and devotional programs for all faiths, particularly during holiday periods and in such cases as the recent death of Pope Pius XI. The exhibit showed that during the three weeks MBS provided from 87 to 91¾ hours of sustaining programs, including music, dramatic, variety, talks and dialogues, news, religious and devotion, special events and miscellaneous broadcasts.

As a general rule, he explained, sustaining programs are merely placed on the network, and stations may or may not take them, as they wish, without notifying the network, although in cases where MBS wants a check on a particular program, it asks the stations to notify the network whether they carry it. He produced a consolidated schedule of the number of hours of MBS sustaining programs carried by member stations during the three weeks, based on a network program check for the periods.

FCC Hot Spot

HOTTEST SPOT to date in the FCC's network inquiry was reached Feb. 7 when, in the midst of the testimony of E. M. Antrim, executive secretary and treasurer of MBS, an 8 or 9-inch flame shot up from an ashtray in the middle of the long row of desks behind which sat Acting Chairman Thad Brown and Commissioner Eugene O. Sykes. Whether the fire, which lasted about a minute, started spontaneously from the heat of the investigation (which up to that time had been as cold as Greenland) or from a match dropped into the paper-filled tray by Judge Sykes a few moments earlier, is not known.

MBS' policy on special events programs is to present as many as possible, he explained, listing several types of special events "which are definitely of public interest". Listing the network's special events broadcasts from Sept. 1, 1937, to Aug. 31, 1938, he pointed out that MBS carried a total of 225¼ hours of such programs, representing 4.2% of the network's broadcast time for the year.

Regarding European broadcasts during the continental crisis, he said MBS felt the need to do "something unique" rather than "triplicate" the talks by "this and that commentator" furnished by other networks, so MBS presented recorded news broadcasts of stations in European capitals. He said these recordings were actual unedited news programs as broadcast by the foreign stations. In addition the network also carried the speeches of government leaders, he explained, along with commentaries of John Steele, London and European representative.

Balanced Schedule And Contrast Are Sought

In formulating the network's sustaining program schedule, available programs are diversified for program balance according to other features on the network schedule, the programs of originating stations, and the types of programs carried on the other networks.

Contrast in schedules is important, he said, observing that if other networks in their peak evening hours were presenting dramatic programs, MBS would schedule a musical program. "We constantly watch the schedules of other networks and stations," he declared. Since MBS itself maintains no program production service, it depends largely on the program policies of the individual stations, he pointed out.

Headed by *Nation's School of the Air* on WLW, which he termed "very pretentious and very expensive", MBS carries "a great many" educational features touching on music, science, economics, literature, current events, history, geography and health.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.

WATL
ATLANTA

Another MAJOR LOS ANGELES RETAILER CHOOSES DON LEE AS A DOMINANT MEDIUM

The Broadway, one of the largest department stores in the west, is the second major Los Angeles retailer to place a 52-week contract for 12 weekly quarter hours on Los Angeles' major local station—Don Lee's KHJ.

DON LEE BROADCASTING SYSTEM
THE NATION'S GREATEST REGIONAL NETWORK

Lewis Allen Weiss . . . Vice President & General Mgr.
1076 West Seventh St., Los Angeles, Calif.

AFFILIATED WITH MUTUAL
REPRESENTED BY JOHN BLAIR & CO.

ONE KIND OF *Program Insurance*

Broadcasters spend thousands of dollars for proper equipment to put programs on the air. Sponsors and stations spend thousands more for talent. And the telephone system makes its own investment—in special lines, modern equipment, and proper supervision—to insure faithful transmission of programs to network stations, wherever they may be.

As a further insurance for programs of the future, Bell Telephone Laboratories are working constantly to improve equipment and provide even finer facilities for the networks of tomorrow.

AMERICAN TELEPHONE & TELEGRAPH CO. BELL SYSTEM AND ASSOCIATED COMPANIES

Rural Survey

(*Continued from page 16*)

viation in the answers to the latter, which included 12 classes of merchandise, was less than 1%.

Advertised Brands

Percentages of interviewed families using advertised brands of each product were found as follows by CBS: Toilet soap, 91%; kitchen soap, 81%; kitchen cleanser, 82%; canned soups, 49%; condensed milk, 37%; tomato or fruit juice, 46%; packaged cereals, 80%; packaged coffee, 84%; wrapped bread, 77%; tooth paste or powder, 92%; face powder, 89%; lipstick or rouge, 66%. The investigators also found that the longer the rural radios were in use, the more advertised brands were found on rural pantry shelves, the average number of brand products running from 7.8 in homes where the radio was on less than two hours daily to 9.7 where the radio was on eight hours or more.

Average daily listening in rural areas was found by CBS to be 4 hours and 42 minutes, by the Joint Committee to be 4 hours and 47 minutes. The Daniel Starch quarterly studies of urban listening made for CBS in 1937 showed a national daily average of 5.2 hours.

From the answers to its questions as to which stations are listened to in the evening and which in the daytime, CBS found that its affiliate stations are heard regularly by 87% of the total rural audience in the evening hours and by 72% of that audience in the daytime.

In describing the method used in the collection of data, the report says, "We agreed with the Joint Committee, that only through carefully distributed *personal interviews* can a study of this kind be as useful — and reliable — as it should be."

Honor Sarnoff, De Forest

DAVID SARNOFF, president of RCA, though absent in Miami, was the recipient Feb. 11 of the first Marconi Memorial Gold Medal of Achievement awarded by the Veteran Wireless Operators Association at its annual dinner in New York. Dr. Lee DeForest, absent in Los Angeles, was named honorary president. Awards were also given to Richard Stoddard, radio operator of Howard Hughes' around the world flight; Patrick Chapman, radio operator of the *Cavalier* crash; T. D. Haubner, on the 30th anniversary of his sending the first SOS flash; Alexander Hamilton, radio operator of the Standard Oil tanker *Esso Baytown* which rescued the *Cavalier* survivors; Charles Hogger, for rescuing lives at sea, and Jack Binns, commemorating the 30th anniversary of the call for help he flashed during the *Republic* disaster of Jan. 23, 1909.

McAnn Shoes on WBBM

MELVILLE SHOE Co., New York (Thom McAnn shoes), has started thrice weekly quarter-hour news broadcasts on WBBM, Chicago. Featured on the 52-week program is Todd Hunter, WBBM news commentator, 10:30-10:45 p. m., Tuesday, Thursday and Saturday. Neff-Rogow, New York, is agency.

TELEVISION STUDY PLANNED BY FCC

THE FCC Television Committee, comprising Commissioners Craven, Brown and Case, is understood to be contemplating hearings on the whole subject of television standards and experimentation, with a view toward recommending definite policy which would permit testing of public interest in the visual medium as well as orderly experimental development.

The committee, named Jan. 3, has held several meetings, including a conference with engineers representing the Radio Manufacturers Association which submitted engineering standards for future experimental transmission of television. Fourteen proposed standards were advanced, with two additional proposals to be offered soon. RMA has announced it is preparing for early public hearings by the Commission on television standardization.

GE Medal to WMAL

WMAL, Washington, on Feb. 10 was awarded the General Electric Co. medal given annually to the NBC-operated station losing the least time from the air during the year. Presentation was made at a luncheon by Boyd Bullock, GE assistant manager for broadcasting. H. A. Wadsworth, WMAL transmitter engineer, accepted the plaque. The station lost only 4 minutes and 25 seconds of 6,900 scheduled hours. Frank Russell, NBC vice-president in Washington, presided at the luncheon. Other speakers were Sam Kauffman, assistant business manager of the *Washington Star*, owner of WMAL, and George McElrath, operating engineer for NBC stations.

Recordings Exhibit

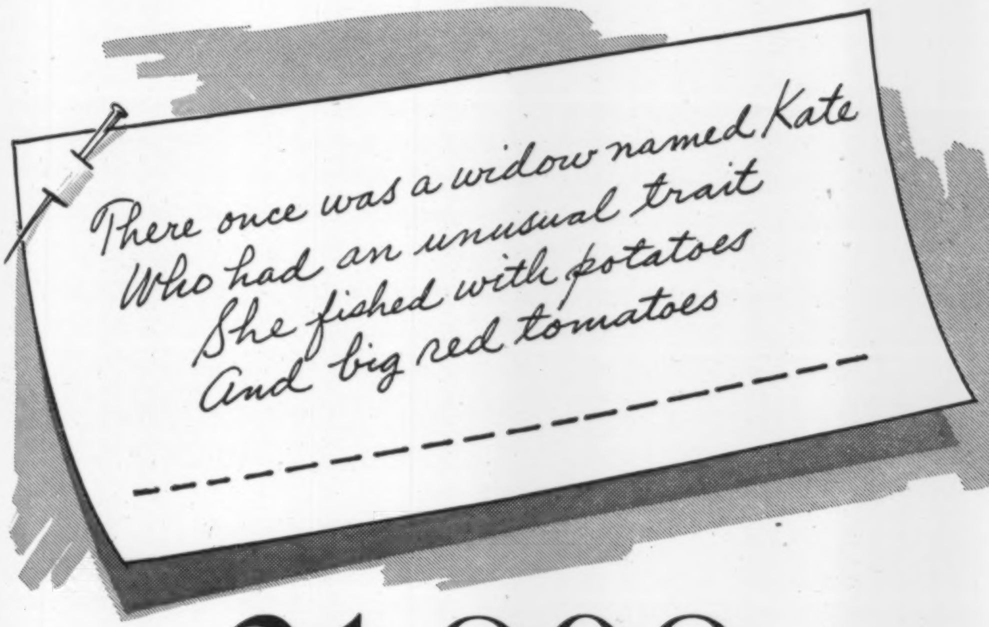
AS A PART of the Tenth Institute for Education by Radio at Ohio State U., Columbus, May 1-3, the third American exhibition of recordings of educational radio programs will be held. Entries close March 15, with programs classified into two groups—networks, national organizations and clear channel stations; local and regional stations and organizations. All entries must have been broadcast since March 15, 1938, according to I. Keith Tyler, Institute secretary.

FTC Stipulations

STIPULATIONS to cease alleged misleading advertising claims have been signed with the Federal Trade Commission by Banfi Products Corp., New York. Knox Co., Los Angeles, has been ordered by the FTC to cease certain claims for its Nixoderm. Philip Morris & Co., New York (cigarettes) has been ordered to cease certain alleged lottery methods in the distribution of its product.

Pilot's Feeler

PILOT RADIO MFG. Co., Long Island City, New York, on Feb. 28 will start a test campaign sponsoring Arthur Hale, Transradio newscaster, on WOR, Newark, Tuesdays, Thursdays and Saturdays, 11-11:15 p. m., and plans more radio later this week. Austin & Spector, New York, placed the account.



There once was a widow named Kate
Who had an unusual trait
She fished with potatoes
And big red tomatoes

21,808 poets!

Chuck Acree

This is another story of results on WLS, results achieved during the 6:30 to 7:00 P. M. half hour. Chuck Acree broadcasts "Something to to Talk About" on WLS from 6:40 to 6:45 P. M.—five minutes five times a week. For one week, five programs, Acree offered prizes for the best last line to the above limerick. Entries poured in, totaled 21,808—which proves one thing: WLS is listened to between 6:30 and 7:00 P. M. This program, "Something to Talk About", has a *proved audience*—and it's now available for sponsorship. Write, wire or call WLS or any John Blair office for complete presentation.

Don Kelley

The same responsive audience that listens to Chuck Acree also hears the preceding program—Don Kelley's Sports Review, 6:30 to 6:40 P. M. daily except Saturday. A major cereal company introduced a new product recently in a 26-week campaign with the WLS Sports Review. It has a *proved* audience—*proved* in past sales results, *proved* again in this limerick contest. Don Kelley's Sports Review is now available to take your sales message to the large and loyal WLS audience. With baseball players heading for spring training camps, now is the time to cultivate the big sports-minded audience. Write, wire or call WLS or any John Blair office.

Julian Bentley

Another program on WLS during this proved-audience 6:30 to 7:00 P. M. period is Julian Bentley's Evening News, broadcast from 6:45 to 7:00 P. M. daily except Sunday. (News is 7:15 to 7:30 on Sundays.) Bentley, voted first place among non-network news announcers in a national listener poll, has a tremendous following in the WLS area—and the results achieved this month on the Acree five-minute program show that the WLS audience is *listening* during the 6:30 to 7:00 P. M. period. Julian Bentley's evening newscast is now open and available to advertisers. Write, wire or call WLS or any John Blair office for details.

WLS

WLS Gets Results

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(*Chicago*)** Glenn Snyder, *Manager*

Represented by
JOHN BLAIR & CO.
New York *Chicago* *Detroit*
Los Angeles *San Francisco*

MAJ. LENOX R. LOHR, president of NBC, found himself in a nest of radio people when he visited Cincinnati Feb. 7 to address the Chamber of Commerce forum on problems facing the radio industry. In the picture (l to r) are George D. Biggar, WLW agriculture director; Jerry Burns, special events announcer; Bernard Matteson, WLW copyright director; Dewey H. Long, manager of WSAI; Maj. Lohr; Owen Vinson, WLW program director; John Conrad, WSAI promotion director; Joseph Ries, WLW-WSAI educational director; Eldon Park, NBC liaison man for Cincinnati; Walter Callahan, WLW sales service director; R. J. Rockwell, WLW-WSAI technical director.

KGVO HAS ITS DAY

And Hopes There Won't Be Another Like It

EVERYTHING happened to KGVO, Missoula, Mont., on Ground Hog day. Chief Engineer Tom Atherstone and a technician, in Spokane on a buying trip on which they used the car of Manager Art Mosby, got a call from KGVO that two transformers had burned out and the station was off the air.

A Northwest Air Lines plane was due to leave Spokane in 40 minutes and Atherstone got the transformers on the plane but picked up two speeding tickets. In Missoula, Manager Mosby was getting fussy. Without a car, he borrowed a staff member's coupe and started for the transmitter. A highway patrolman arrested him for driving with last year's license tags.

About that time a business man called the sheriff's office and reported his car stolen. It was the car Mr. Mosby was driving.

The Missoula-bound plane was delayed and arrived 40 minutes late with the transformers. Finally KGVO got back on the air.

100% AFRA

(Continued from page 15)

they signed as agents for their clients, they might seriously upset the present relations of these clients with their employes. The dilemma was finally solved when NBC and CBS agreed to sign the code for the commercial programs they produce and the agencies agreed to sign letters addressed to the network on which their programs are placed agreeing to abide by the terms of the code.

AFRA at first requested the networks to agree to enforce an AFRA shop agreement, but this NBC and CBS refused to do, pointing out that it would be a secondary boycott and a violation of the anti-trust laws. However, even without agency contracts or network policing, AFRA is in a position to enforce its preferential shop demands by its rule that an AFRA member can work only on programs where all actors, singers and announcers are also AFRA members. On its side, AFRA agrees to accept into membership any eligible radio artist the producer wishes to employ and not to impose unreasonable entrance fees or dues on its members.

An obstacle to securing the CBS contract was the fact that this network has a contract with another union, the American Guild of Radio Announcers and Producers, covering announcers employed in New York. AGRAP officials dispelled this difficulty, however, by permitting its members to join AFRA individually and to benefit by the higher AFRA commercial scale, on the understanding that CBS would not lower its sustaining scale, which is higher than that on Feb. 2 and at 11:20 that night secured by AFRA for its members.

At Last a Signature

With these major difficulties settled and with the new code approved by the AFRA board, the network officials, the Committee for Advertisers and the AFRA committee reassembled at 10 a. m. Niles Trammell, executive vice-president of NBC, and Edward Klauber, executive vice-president of CBS, signed the code for their respective companies, with Emily Holt signing for AFRA. Immediately thereafter, six members of the Committee for Advertisers, which had unanimously endorsed the final agreement, signed letters addressed to NBC and CBS reading:

We acknowledge receipt of your letter of Feb. 2, 1939, and of the Code of Fair Practice for Commercial Network Broadcasting of American Federation of Radio Artists (AFRA) therein enclosed, as amended by the attached letter agreement between Columbia, NBC and AFRA therewith enclosed.

We wish to enjoy peaceful and pleasant relations with AFRA and its members, and to that end, we signify that we will abide by the terms of such Code during the term set forth therein, unless as to any program we give AFRA written notice ten days before the start of such program, to the contrary.

You are authorized to deliver a copy of this letter to AFRA.

Mr. La Roche was unable to sign at that time for Young & Rubicam, although it was stated at the agency that all the provisions of the code would be met and that the letter would be signed as soon as certain legal matters had been cleared. Later he signed the pact.

NBC Letter to Agencies

The following day NBC sent copies of the code and the letter to all of the agencies using NBC facilities with the following letter:

At the unanimous request of the Committee for Advertisers, the National Broadcasting Company, Inc., on Feb. 2, 1939, signed the Code of Fair Practice for Commercial Broadcasting with the American Federation of Radio Artists. A copy of the Code is herewith enclosed as well as three copies of a form of letter AFRA has requested you to sign.

Two copies of the enclosed letter, one of which we will deliver to AFRA, should be returned to us as soon as possible, and in any event prior to February 12, 1939, since AFRA has stated to us and to the Committee for Advertisers that this is the only way you can assure yourselves of no interruption of your network programs.

You may, of course, if you so desire, sign the Code and deliver the same to AFRA prior to Feb. 12, 1939, in which event you need not sign the enclosed letter. If you decide to sign the Code, please so advise us immediately.

AFRA has assured the Committee for Advertisers that any advertising agency who so signs and delivers the Code or the letter in the enclosed form will receive, for itself and its clients, the benefits of the Code as therein specified.

A similar letter, also enclosing copies of the code and the letter to be signed and returned was sent by CBS to its agency clients.

During the final negotiations on Feb. 2 the following telegram from Neville Miller, president of the National Association of Broadcasters, was received by officials of NBC, CBS and by John Benson, president of the American Association of Advertising Agencies:

Have been informed that CBS and NBC contemplate signing contract with AFRA this afternoon. Urge you to consider carefully present and possible future effect your action on affiliates, and that matter be discussed with affiliates before contract is signed. Executive Committee of NAB will meet Feb. 9, and stands ready to assist in any way possible.

To Mr. Miller, who was attending an NAB district meeting at Mineral Wells, Texas, Mr. Trammell and Mr. Klauber sent the following joint answer:

Answering your identic telegrams to our respective companies we wish to advise you that the present negotiations grow out of a widely publicized situation which culminated in representation by AFRA that they were about to strike. This apparent rupture led advertisers and their agencies to renewed efforts to work out a commercial network scale with AFRA. This development also has been known to everyone in broadcasting. NBC and Columbia's part has been solely to advise with both sides in an effort to make contract as favorable to advertisers as possible and we are not directly involved except in respect to the few network commercial shows we broadcast ourselves. Any effort to delay matters now within a few hours of AFRA's deadline would inevitably precipitate chaos and we believe our affiliates would resent such action on our part besides which we would be guilty of bad faith towards our advertisers, their agencies and the union. The agreement reached by the parties involved before your telegram was received does not affect the affiliated stations.

Network Activity

Any thought on the part of either agencies or network affiliates that the networks have sold them out to save their own skins in signing with AFRA is entirely groundless, according to network executives, who say that in fact they have gone out of their way to protect the interests of their own affiliate stations and also their agency clients.

A year ago, when AFRA officials first approached NBC and CBS with a code covering wages and conditions for talent on both commercial and sustaining programs the networks explained their inability to speak for the sponsored shows and advised AFRA to deal individually with the agencies.

When NBC and CBS signed the AFRA sustaining code last July, they said a major factor in their acceptance was the thought that this code would insure the continuance of network radio service in the case of a deadlock between AFRA and the agencies, and that by signing it the networks were in effect guaranteeing the continuance of program service to their affiliates and to the public. Furthermore, the AAAA was advised of every step in the negotiations between the networks and AFRA so that it could use this information in the conversations of its own radio committee with AFRA.

In signing the code, the networks emphasize the fact that they did so only as independent producers and only for network-produced commercial programs originating in New York, Chicago, Los Angeles and San Francisco. All programs from other points are expressly eliminated from the provisions of the code, as are local broadcasts originated in Chicago and local and regional broadcasts from the West Coast. Of course, AFRA would probaby remove these exemptions if there were to be any general exodus of commercial shows from these points to cities now exempt, but at present the code applies only to those four cities.

AFRA Active in Chicago

Regarding the agencies, networks feel they performed a yeoman service for them by persuading AFRA to accept letters of agreement, binding the agencies only to adherence to the code unless a 10-day notice is given, and in fact binding them more from an ethical than a legal view, instead of the two-year code which the networks themselves signed. Network officials further point out they have not nor will not make any effort to assist AFRA in enforcing its closed or preferential shop clause against network clients. The network artists services are not limited to representing AFRA members and AFRA has agreed not to make any demands against these artists services.

In Chicago it was learned that producers and sound effects men of WBBM, CBS-Chicago outlet, were negotiating with AFRA. Last year, when it appeared likely that CIO would organize the Chicago CBS producers, they were given associate memberships in the American Federation of Musicians, AFL affiliate. It is now apparent that the CBS-Chicago producers and sound effects men will come under the AFRA banner.

UNITED PRESS since Jan. 1 has added the following stations to those receiving its radio news services: WJLS, Beckley, W. Va.; KWJJ, Portland, Ore.; WTJS, Jackson, Tenn.; KGVO, Missolula, Mont.; CJGX, Yorkton, Sask.; WFBC, Greenville, S. C.; KTSW, Emporia, Kan.

PIQUED at listeners' doubts that he uses the sponsor's product, Maurie Condon, newscaster on WGAR, Cleveland, for Manhattan Soap Co. (Sweetheart soap), posed during his morning ablutions.

KOMA Sale Approved Without Hearing, First Of Hearst Cases Decided

APPROVAL without a hearing of the sale of KOMA, Oklahoma City, by Hearst Radio Inc. to KOMA Inc., a new corporation headed by J. T. Griffin, chief owner of KTUL, Tulsa, and prominent Oklahoma wholesale grocer, for $315,000, was voted Feb. 13 by the FCC. Chairman McNinch dissented and Commissioner Craven did not vote.

Entered into Oct. 20, the transaction is the first of seven involving sales of Hearst stations to be approved by the FCC. Transaction was completed by Mr. Griffin, W. C. Gillespie, general manager of KTUL, E. M. Stoer, Hearst comptroller, and Elliott Roosevelt, president of Hearst Radio. Mr. Gillespie will serve as general manager of both stations, which are CBS outlets. KOMA operates full time on 1480 kc. with 5,000 watts.

Other stations in the Hearst group under contract for sales but awaiting FCC approval are KEHE, Los Angeles; KTSA, San Antonio; WINS, New York; KNOW, Austin; WACO, Waco. The new owners, it is understood, plan to relocate KOMA and install new equipment costing $75,000.

Television and Films

PREPARING for the inauguration of regular television service this spring, NBC has approached a number of leading motion picture companies concerning a tieup which would make their productions available for experimental video broadcasting. Since no definite arrangements have been completed the subject is not being discussed publicly by those in charge of the network's visual programs, but it is understood that the movie people have shown considerable interest in learning to what extent their products are adaptable to this new medium of entertainment and that definite offers of cooperation will be made within the next few weeks. News reels, short subjects and at least one feature picture, *The Return of the Scarlet Pimpernel*, have been used by NBC in its previous experiments.

FCC QUESTIONNAIRE SENT TO STATIONS

AS OF Feb. 15, the FCC is distributing to all station licensees its new questionnaire covering 1938 operations, to be returned by March 15 [BROADCASTING, Feb. 1].

The forms must be filled out in compliance with the rules of practice and procedure adopted last fall, the balance sheets being a substitute for the requirement that such data be filed with renewals.

In addition, the forms request data on program breakdowns and employment for 1938, paralleling generally the type of material required for 1937, under Order No. 38 of last summer. The balance sheet calls for data as of the calendar year. Data on personnel will be for the week beginning Dec. 11, 1938, and on program service for the same week.

Principal changes from the 1937 report deal with earnings from sale of time and specific breakdowns on receipts from networks, whether national or regional, plus bulk sales.

Recordings to Paris

A FOUR-MONTH radio X-ray of the peoples, regions, industries, educational facilities, amusements and history of the United States, recorded by NBC for the French Government, has just been finished and on Feb. 11 the results—26 one-hour recordings—were shipped on the liner *Paris* to France. There the recordings will be played, one a week for 26 weeks, with accompanying talks.

The men who toured America in two automobiles with broadcasting and transcribing equipment were Henri Diamant-Berger, of the Administration des Postes, Telegraphs et Telephone of France, a French World War hero and formerly a movie director; J. Harrison Hartley, assistant NBC director, and Jack Holmes, NBC engineer.

FCC CHAIRMAN McNinch plans to leave Washington for a 10-day rest prior to hearings on the FCC Reorganization bill before the Senate Interstate Commerce Committee, tentatively set for March 1.

NBC and CBS Install Atlantic *Clipper* Radios

WHEN THE Pan American Airways' *Yankee Clipper No. 17* makes its maiden trans-Atlantic crossing early this spring, American listeners can follow its progress almost without interruption from American to Europe, merely by tuning to the nearest NBC or CBS station. Both networks are installing special shortwave transmitters within the air liner.

For the past month engineers Dan Whittemore of NBC and Clyde Hudson of CBS have been superintending the installation of their transmitters at the Boeing factory, Seattle, where the plane is being given its final trials. The flight is expected to be in March or April. Neither network has assigned an announcer to the flight nor determined the size and personnel of its crew, waiting until Pan American lets them know the space available.

☆ ☆ ☆ *Announcing*

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CITY STATE

TESTING shortwave transmitter, KNEC, of KVI, Tacoma, before broadcasting an on-the-scene description of recent ski races at the Snoqualmie Ski Bowl are Jim Wallace, KVI chief engineer (right) and Tor Torland, announcer and also one of the Pacific Northwest's top skiers. The transmitter, fitted on a packboard, was carried by the pair as they skied from point to point to watch the races.

Radio-Film Critic Circle Organized in New York

ANNOUNCEMENT was recently made of the formation of a New York Radio Film Critics Circle which aims to promote higher standards in the relationship between films and radio with plans to make two awards, one to the best radio personality in films and the other to the screen personality judged to have done the best work in radio during 1938.

Membership in the Circle now includes a list of 12 film commentators from 12 New York stations, as follows: Mollie Steinberg, WMCA; M. H. Warrenbud, WLTH; Roger Wayne, WCNW; Bert Child, WBBC; Frank Daniels, WVFW; Radie Harris, WOR; Sam Taylor, WHN; David Lowe, WNEW; Mrs. J. F. Looram, WBNX; Gene King, WEVD; Martin Weldon, WINS, and Sidney Kaufman, WQXR, who has been named temporary chairman. Ward Jones of the Radio City Music Hall publicity staff is press representative. At meetings to be held later this month a more definite code of ethics will be set up.

New Quaker Oats Series

QUAKER OATS Co., Chicago (Farina), on Feb. 5 started *We the Wives Quiz* on WGN, Chicago CKLW, Detroit, WCAE, Pittsburgh and WHK, Cleveland, Sunday, 3-3:30 p. m. (CST). Show features Chuck Acree and Peggy Fuller with husbands pitted against wives in answering listeners' questions. Unique feature is the proposal contest during which four men practice proposal techniques on four girls from the studio audience. Benton & Bowles - Chicago, is agency.

LICHTIG & ENGLANDER and Sig Schlager Inc., Hollywood talent agencies, have combined and will operate under the latter firm name with offices at 8776 Sunset Blvd. Personnel is being increased and offices will be established in New York and abroad. Ben A. Englander heads the radio department, now being established.

Concluding Days of CBS Hearing

(*Continued from page 73*)

tion, also indicated in the exhibit as based on FCC standards, showed no signal received by 79,980,000 (65.14%) for the basic network; one by 42,572,000 (34.68%); and two by 223,000 (0.18%). For the 66 stations on the average night network no signal was received by 62,231,000 (50.69%); one by 59,955,000 (48.83%), and two by 589,000 (0.48%). For the 108 stations on the complete night network no signal was received by 56,099,000 (45.69%); one by 65,818,000 (53.61%); and two by 858,000 (0.70%).

Basic Network Service At Night Analyzed

A breakdown of secondary nighttime duplication, based on the FCC standard of 500 microvolts, 50% skywave, showed secondary service for the basic network reaching 65,087,000 or 53% of the population, including 39,346,000 in rural population; no service for 14,893,000 (12.1%), including 6,659,000 in rural population, and primary service reaching 42,795,000 (34.9%), including 7,815,000 rural. On this basis, for the complete night network of 108 stations, secondary service reached 55,517,000 (45.2%), including 38,644,000 rural; no service was available to 582,000 (0.5%), including 257,000 rural, and primary service reached 66,676,000 (54.3%), including 14,919,000 rural listeners.

In a similar breakdown for the basic night network based on a 750 microvolt standard, secondary service was computed to reach 57,331,000 (46.7%), including 34,795,000 rural; no service for 22,649,000 (18.4%), including 11,210,000 rural, and primary service reaching 42,795,000 (34.9%), including 7,815,000 rural. For the complete night network it was shown that secondary service would reach 51,340,000 (41.8%), including 35,779,000 rural; no service for 4,759,000 (3.9%), including 3,122,000 rural, and primary service reaching 66,676,000 (54.3%), including 14,919,000 rural.

Increased Benefits In Strength of Signals

A third breakdown, based on a 1,000 microvolt standard, showed secondary service for the basic night network reaching 20,926,000 (17.04%), including 13,170,000 rural; no service for 59,054,000 (48.10%), including 38,835,000 rural, and primary service reaching 42,795,000 (34.86%), including 7,815,000 rural. For the complete night network, secondary service was shown as reaching 26,047,000 (21.21%), including 18,867,000 rural; no service for 30,052,000 (24.48%), including 20,034,000 rural, and primary service reaching 66,676,000 (54.31%), including 14,919,000 rural.

Concluding his direct testimony early in the Feb. 1 session, after completing his explanation of the CBS exhibit, Mr. Lodge further clarified his findings under cross-examination by FCC Assistant General Counsel George B. Porter, assisted by Andrew D. Ring, FCC assistant chief engineer.

Mr. Porter questioned Mr. Lodge on his estimates of the increased benefits in signal strength and service accruing from technical improvements in the industry since 1928. Mr. Lodge further described the improvements and held to his previous estimates of their comparative worth to radio stations and the industry. Admitting that no great gain in the actual size of the service area for individual stations necessarily followed these improvements, Mr. Lodge declared that the service, through an improved signal, has improved, and an actual increase in size of the service area could follow.

Effects of Sunspots On Radio Signals

Discussing sunspot activity and its effect on radio broadcasting, Mr. Lodge pointed out that data on sunspot activity is available as far back as 1750. Average length of the sunspot cycle over the period is about 11 years, he said, although it may vary from 7 to 15 years, and no definite predictions can be made regarding the length of a current cycle.

Engineers have not yet discovered the exact mathematical correlation between sunspot activity and skywave propagation in the broadcast field, he explained, although it generally holds true that skywave transmission increases as sunspot activity decreases. Considering the apparent disparity between application of the FCC 500 microvolt standard in 1935 and now, he pointed out that in 1935, when the FCC survey was made, sunspot activity was only 46% of the average since 1750, while since then sunspot activity has increased greatly, with no compensating provisions made in the FCC standard.

Mr. Lodge agreed with Mr. Porter that the sunspot activity itself may become the compensating factor, since skywave propagation of background noise probably would vary in the same manner as the actual broadcast signal in relation to the sunspot activity.

He observed that the FCC, in determining engineering standards, might in addition to conducting field intensity surveys conduct a house-to-house canvass of radio listeners that would provide a picture of the number of acceptable signals actually available, and promulgate from this computation standards that would provide an adequate signal for secondary service for all listeners. He observed that since the standards are concerned with "listener service", they should be based on an analysis of actual service available to the listener as well as engineering measurements.

Asked by Mr. Porter if he had in mind any better standards, Mr. Lodge answered negatively, indicating that not sufficient information is available to suggest a substitute or modification.

Dr. Stanton Describes Set and Ownership Data

Dr. Frank N. Stanton, CBS research director, was recalled to the stand by Mr. Patrick to present statistical data prepared under his direction. Covering the bulk of the 20-odd exhibits in the series Feb. 2, he explained tabulations covering the number of U. S. radio families from 1927 to 1938, domestic radio set sales in units and dollar volume from 1922 to 1938, aggregate gross billings of NBC, MBS and CBS, a comparison of network and individual station revenues from time sales in 1935 and 1937 and other material available from industry records.

Station Payments Show A Big Increase

Basing his computations on 53 stations affiliated with CBS constantly from 1933 through 1937, Dr. Stanton said station payments by CBS had increased 376% during that period, from $774,288 in 1933 to $3,686,842 in 1937. Net time sales during the five-year period increased 190%, he said, from $2,977,295 in 1933 to $8,630,635 in 1937, while station payments jumped from 26% of net time sales in 1933 to 42.7% in 1937. He pointed out that the increase in station payments was partly due to an increase in gross billings, from $10,063,566 in 1933 to $28,722,118 in 1937, and also to the "acceleration clause" or sliding scale based on increased time sales of stations in the CBS station contracts.

The correlation between the concentration of radio families and location of stations in the United States is closer than that between the total number of families and location of stations, Dr. Stanton observed in discussing data covering population surveys. Although the total number of families and the number of radio families correlate closely by geographic areas, a negative correlation exists between the square-mile area and radio families classified according to geographic areas, he pointed out, adding that generally radio facilities follow density of population, both as to total families and radio families.

Multiple Ownership Of Sets Increasing

Breaking down urban and rural radio ownership by economic and population groups, based on the fall quarter of 1937, Dr. Stanton said that an average of 90.9% of the urban radio families, classified both as economic and population groups, owned radio sets, while an average of 69% of the rural radio families, classified according to income and as non-farm and farm groups, owned sets.

For the same period he said 22.4% of the urban radio families owned more than one home set, and 21.5% of this number owned an automobile radio, while 5.8% of the rural radio families owned more than one set, and 13.4% a car radio. He added that multiple ownership ranged from two to 40 sets in a single home, and that there is an increasing number of families owning from three to four receivers.

For the same period he cited figures on urban and rural radio set usage by various classifications. With 100% representing total radio families, he said 95.6% of the urban and 96.6% of the rural home sets were in usable working order. Illustrating "a consistently greater use of their sets by rural listeners", Dr. Stanton pointed out that 58.2% of the urban and 74% of rural radio families use their radio some time between 6 a. m. and 6 p. m.; 67.2% urban and 78.9% rural, some time after 6 p. m.; and 77.8% urban and 88% rural, some time between 6 a. m. and 12 midnight.

Referring to median hours of daily use by economic and population groups for both urban and rural radio families, which also demonstrated a greater use of sets by rural listeners, he pointed out that the number of use-hours among urban radio families rises on the median as income falls, while the converse holds true for rural radio families.

Average Daily Hours Of Listening Increases

The average number of daily hours of use per urban radio family has risen from 3.5 hours in 1934 to 3.9 hours in 1937, and from 3.6 to 4.7 hours for rural radio families, Dr. Stanton pointed out, citing figures of the CBS Market Research Division, the Joint Committee on Radio Research, and Starch-CBS Surveys of 1934 and 1937. The average daily family-hours of use for urban areas has risen from 54,234,250 in the fall of 1934 to 67,062,840 in 1937, an increase of 24%, and for rural areas, from 21,457,080 to 44,513,230, a jump of 107%, aggregating a 47% increase for the United States as a whole.

Breakdown of Sustaining And Commercial Programs

Dr. Stanton concluded his testimony Feb. 3, presenting additional analytical material on CBS service. Breaking down the average daily schedule for the average CBS station during the week of Jan. 8-14, he observed that out of an average broadcast day of 17 hours 11 minutes the station carried 9 hours 18 minutes of the 13 hours of CBS commercial and sustaining programs offered by the network, including 3 hours 8 minutes of commercial acceptances out of 3 hours 9 minutes of commercial programs offered, and 6 hours 10 minutes out of the 9 hours 51 minutes of sustaining offerings. For the week this amounted to 65 hours 16 minutes accepted out of a total of 90 hours 55 minutes of commercial and sustaining offerings, with commercial acceptances running almost 100%.

Analyzing the size of CBS daytime and evening networks in relation to talent expenditures, Dr. Stanton pointed out that although the average talent cost rose as the size of the network increased, the cost-per-thousand listeners remained about the same since the number of listeners increased along with the size of the network and talent cost. He cited seven programs carried on a daytime network of from 10 to 29 stations with an average talent cost of $1,570, eight programs on a 30-49 station network with an average talent cost of $1,780, and six programs on a 50-69 station network

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
•
NEW TRANSMITTER
•
INCREASED COVERAGE
•
BASIC RED NETWORK
MINNEAPOLIS
SAINT PAUL

TYPICAL AFFILIATE
Of CBS Had Net Revenue Of $213,822

THE "typical" CBS affiliate had a total net revenue of $213,822.98 in 1937, according to the Feb. 3 testimony of Dr. Frank N. Stanton, CBS director of research, before the FCC Network Inquiry Committee. Though he did not name or identify the station when questioned by FCC Assistant General Counsel George B. Porter, Dr. Stanton said the particular affiliate closely approximated both the FCC's and CBS' average-income

[illegible] appropriately limited, a small group, where it cannot be dodged or divided. That way I think we can get results."

Proposals for smaller Commissions are contrary to previous Congressional action. The Interstate Commerce Commission, for example, has 11 members and the President has suggested it be increased to 16. The Power Commission, of which Mr. McNinch is former chairman, has five, the Trade Commission five, and the Tariff Commission six.

Senator White, in commenting on the Wheeler bill Feb. 8 said the proposal "is putting the cart before the horse. I have always insisted that the whole subject should be studied. I believe the study should precede legislation and not follow it.

"There is not anything right about this bill. It is terrible and I will oppose it."

White May Have One

Asked if he was considering offering a bill, the Maine Senator replied:

"Since Senator Wheeler has introduced a bill I may introduce one." It was learned that Senator White has drafted a measure which he intends to revise before introduction. He has not revealed any details of his proposal, though it is expected to call for seven or possibly more commissioners.

In the House, Chairman Lea said he had on his desk a rough draft of a bill similar to that introduced by Senator Wheeler. "However, I cannot say that it will be like Senator Wheeler's when I introduce it," he asserted.

"I do not contemplate introduction of this bill until we have fir

greater revenue, and the opportunity of building up an audience through sustaining programs, he added.

Sees Disadvantages in FCC Net Restrictions

Restrictive regulations by the FCC against network affiliation "would impose an artificial control on the law of supply and demand", he declared. Free selection of stations to build up a specific network desired by an advertiser for a specific program would be interfered with, he said, adding that such regulations probably would "militate against" smaller stations, since the advertiser would tend to use the larger stations and would be forced to rely on distant rather than local coverage, which in turn would work against local dealer loyalty.

If the size of the network were diminished, quality of programs necessarily would drop, he commented, since the amount spent on talent could not be so great, the cost-per-listener would rise, size of audience would drop and the advertiser would revert to other media.

Cross-examined briefly by Mr. Porter, Dr. Stanton emphasized his observation that "there is bound to be a decline" in quality of programs if stations were barred from network affiliation. He pointed out that individual stations could not economically cover special events, such as those supplied through network sustaining programs, which, he declared, in many cases cost CBS an amount greater than the revenue of the individual station.

Local programs, resulting in generally greater local listener interest, could be originated by individual stations, he continued, "but this can only go so far", since an individual station could not produce programs with the "finesse" of a network working with centralized talent and facilities.

Contracts With Artists Outlined by Lowman

Recalled to the stand by Judge Burns, Lawrence W. Lowman, CBS vice-president in charge of operations and also vice-president and secretary of Columbia Artists Inc., briefly described the operation of the Artists organization. With about 110 artists now under its exclusive management, Columbia Artists Inc. manages radio artists alone, he explained, leaving management of concert artists to Columbia Concerts Corp. He estimated there were "eight or ten" other well-known management firms in New York, all of which were bigger than CAI, and that there were about 10,000 artists in the city who were actual or potential management clients.

Mr. Lowman outlined the provisions of the two types of contracts entered into with artists, one a simple management contract by CAI and another a contract for employment by CBS and management by CAI. He pointed out that the essential difference between the two was a provision in the latter for a stipulated weekly payment to the artist by CBS. Both contracts carried provisions for "sole and exclusive" management.

Questioned by Judge Burns, Mr. Lowman cited a one-week period in October, 1937, in which 2,508 artists appeared on CBS commercial programs, only 46 or 1.6% of whom were under CAI management.

Stating that CBS was the sole

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

Listeners in
21 STATES AND ONE
CANADIAN PROVINCE
recently responded
to a short offer
broadcast once
every morning
for six mornings
between
5:30 and 6 A.M.
•
How's that for
FARM AUDIENCE
and PLUS
Coverage?
•
The same artists
appear on KMBC's
Saturday Night Show
"Brush Creek Follies"
Kansas City's biggest
full-hour radio show
available NOW
at surprisingly
low cost.
Write or wire
KMBC
OF KANSAS CITY
The Program Building
and Testing Station
FREE & PETERS, Inc., Nat'l Reps.

stockholder in Columbia Artists Inc., Mr. Lowman listed as directors William S. Paley, Edward Klauber, Lawrence W. Lowman, Mefford R. Runyon and Ralph F. Colin. Income of the organization comes solely from sale of artists, the service charge received from hotels for wire service and pickups for broadcasts of dance bands and orchestras, and contracts with band booking agents.

Presenting a profit and loss statement for the 52 weeks ending Jan. 1, 1938, Mr. Lowman said CAI made a profit of $82,671.23 and had a total income of $194,756.38, including $54,849.33 from contracts with band booking agents, $26,316.78 from sale of wires, $67,254.74 in commissions from artists on CBS engagements, $46,173.02 in commissions from artists on radio engagements other than CBS, from theatre bookings, recordings, etc., and negligible amounts in bad debts recovered and other income. Expense, totaling $97,935.87, including $62,718.17 for general and accounting salaries, $3,128.20 in legal salaries and expenses, and $32,089.50 in general and miscellaneous expenses, including rent and light. Net profit, before payment of Federal income taxes of $14,149.28 amounted to $96,820.51.

Operation of California Artist Subsidiary

A breakdown of the income and expenses of Columbia Management of California, which he said was formed in September 1937 to manage artists on the West Coast, showed for the year ending Sept. 3, 1938, a total income of $52,301.45, expenses of $57,165.04, Federal income taxes of $1,843.88, and a net loss of $6,707.47.

Cross-examined by Mr. Porter, Mr. Lowman said that of the 10,000 artists in New York, outside the 110 managed by CAI, he could not estimate the number managed by the "eight or ten" management firms, although he thought one managed about 1,200 artists and another from 800 to 900.

He explained income from sale of wires as the "nominal charge" paid CAI by hotels, covering wire charges and cost of pickup, which CAI, in its function as booking agent, pays for the CBS wires. He said hotels were anxious to arrange such broadcasts because they were "good publicity".

Judge Burns, after reading into the record an account of the CBS stock transactions of WCAU Broadcasting Co., recalled Dr. Stanton to the stand to explain the final series of exhibits offered by CBS.

An analysis of CBS commercial and sustaining program offerings for one full week each quarter from 1935 to 1938, covering 81 station-cities constant to CBS over the three-year period, indicated that the network offered an average of 279 quarter-hours of sustaining programs per week, that the stations accepted an average of 96 quarter-hours of commercial programs per week, which represented nearly 100% acceptance, and that an average of 375 quarter-hours per week, including sustaining programs offered and commercial programs accepted, was furnished the stations by CBS. Dr. Stanton characterized the exhibit, upon questioning as to its materiality by Mr. Porter, as "intended to show the extent to which the network has fulfilled its agreement to furnish program service".

Share of Affiliates Shown by Exhibits

Illustrating the division of CBS gross revenue, Dr. Stanton explained a chart indicating that with time discounts and agency commissions accounting for an average of 33.6% of gross sales, the affiliate's share grows as the network's share declines with the increased sale of time on the station. With an average of five station-hours sold per week, the station gets 11.4% and the network 55%, it was shown; with 10 hours sold, the station gets 18.8% and the network 47.6%; 15 hours, 22.3% and 44.1%; 20 hours, 24.6% and 41.8%; 25 hours, 26.0% and 40.4%; 30 hours, 27.0% and 39.4%, and 35 hours, 27.7% and 38.7%.

Analyzing mail response to CBS programs, Dr. Stanton said that in 1938 the network received 405,679 responses to sustaining programs and 3,120,451 to commercial features, a total mail of 3,526,130 pieces. Of this he said about 25% was "comments", either appreciative, constructive or adverse. Observing that negative comes quicker than appreciative criticism, he said that of the comments on commercial programs, 66% were appreciative, 18% constructive, but expressing no definite like or dislike for the program, and 13% adverse, while of those on sustaining programs, 78% were appreciative, 19% constructive, and only 2% adverse.

Commissioner Walker questioned Dr. Stanton on a recent CBS press release concerning a poll of nearly 50,000 New York school children, ranging from 6 to 16 years of age, which showed *Gangbusters* as their favorite program. He asked if, contrary to previous testimony, this was not a children's program, since it apparently held such high favor with juveniles. Judge Burns explained that for classification purposes, programs were classified as "children's programs" only if they were directed primarily at children and agreed that children might listen to programs not directed primarily at them.

In concluding CBS' presentation, Judge Burns presented a series of exhibits outlining stockholdings in the corporation which had been requested by Mr. Porter, and expressed thanks to the Commission and commission counsel for "cooperative and courteous treatment".

Effects of Sunspots On Radio Signals

Discussing sunspot activity and ts effect on radio broadcasting, Mr. Lodge pointed out that data on unspot activity is available as far back as 1750. Average length of the sunspot cycle over the period s about 11 years, he said, although it may vary from 7 to 15 years, and no definite predictions can be made regarding the length of a current cycle.

Engineers have not yet discovered the exact mathematical correlation between sunspot activity and skywave propagation in the broadcast field, he explained, although it generally holds true that skywave transmission increases as sunspot activity decreases. Considering the apparent disparity between application of the FCC 500 microvolt standard in 1935 and now, he pointed out that in 1935, when the FCC survey was made, sunspot activity was only 46% of the average since 1750, while since then sunspot activity has increased greatly, with no compensating provisions made in the FCC standard.

Mr. Lodge agreed with Mr. Porter that the sunspot activity itself may become the compensating factor, since skywave propagation of background noise probably would vary in the same manner as the actual broadcast signal in relation to the sunspot activity.

He observed that the FCC, in determining engineering standards, might in addition to conducting field intensity surveys conduct a house-to-house canvass of radio listeners that would provide a picture of the number of acceptable signals actually available, and promulgate from this computation standards that would provide an adequate signal for secondary serv-

WEW Picks AFRA

NATIONAL LABOR Relations Board on Feb. 3 certified the St. Louis local of American Federation of Radio Actors as sole collective bargaining agent for the staff artists of WEW, St. Louis, following an election held Jan. 6. Results were four to two for AFRA.

WKRC Flood Plans

IN PREPARING for possible repetition of the 1937 Ohio River floods at Cincinnati, WKRC, CBS owned outlet, ordered shortwave equipment from CBS, New York, headquarters. Though the flood did not reach anticipated proportions, a WKRC crew used the equipment to interview those whose homes had been flooded at the water's edge. Lee Bland, chief announcer, and WKRC engineers handled the broadcasts.

Crosley Stations Form Flood Plan

Would Become Red Cross Unit In Case of Disaster

IF A major flood, cyclone or other disaster affects Cincinnati in the future, WLW, WSAI and shortwave W8NXU will become an integral agency of Red Cross relief and will be able to continue broadcasting even if studios are destroyed, according to the plans of a Permanent Disaster Organization approved Feb. 8 by James D. Shouse, Crosley vice-president.

The plan, which on less than one hour's notice would turn the three stations' personnel into an emergency organization at the service of the Midwest, was conceived as the recent flood threatened Cincinnati. It would go into operation simultaneausly with the Red Cross Disaster Council.

In the recent minor flood, W8XNU, Crosley high-frequency outlet, was designated by the Red Cross as the official channel for clearing routine emergency dispatches, to keep "scare" elements off the air and avoid hysteria.

Shouse in Charge

Should a major emergency arise, all members of the Crosley staff would report for duty at once, with the principal departments going on 12-hour shifts under a chief or alternate chief. The relationship of WLW and WSAI to the Red Cross will be effected through a liaison staff consisting of Joseph Ries, WLW educational director, and Herbert Flaig, special events director. Powel Crosley III, son of the president, would direct the distribution of receiving sets, equipped to pick up the W8NXU emergency broadcasts, to all relief stations throughout the area.

Activities from WLW during a crisis will be directed by Mr. Shouse, with Jerry Branch, his technical assistant, in charge during the 12-hour alternate period. Dewey Long, general manager, will supervise the WSAI set-up, alternating with Clair Shadwell, program director.

Elaborate precautions have been made to keep WLW on the air if its studios should be destroyed. First step would be the selection of a temporary broadcasting site by Mr. Shouse and R. J. Rockwell, technical supervisor, and the setting up of emergency equipment.

During the 1937 flood, certain communities were unable to communicate with the outside world as rising waters virtually isolated them. In case of future isolation, the WLW mobile unit will be dispatched to any such community if access is possible.

WBAL
means business
in Baltimore

•
News
is your best bet
TRANSRADIO
•

CBS-WORLD DISCUSS ACQUISITION PLANS

ACQUISITION of World Broadcasting System by CBS is again being discussed by officials of the two companies, although to date the conferences cannot properly be identified as negotiations. The subject was thoroughly gone into some months ago, but was dropped when CBS began the negotiations that resulted in its purchase of American Record Corp. and its subsidiary recording companies.

Resumption of the discussions is said to be due more to a desire on the part of CBS to take over the physical World plant, the studios at 711 Fifth Ave., New York, which were formerly the NBC headquarters, and the modern equipment for use by American Record, than to the network's wish to actively engage in the transcription business.

Since taking over the American Record properties, the network has evinced little interest in the transcription end of the business and has not yet made an official decision as to whether this part of the operations would be continued. Girard Ellis, for several years in charge of the Columbia Transcription Service in Chicago, has recently resigned to join the Chicago sales staff of World.

McNinch Airs FCC

(*Continued from page 13*)

function would be to carry on current research into the social and economic phases of the industries and keep the Commission informed on latest information so the industry would not know a great deal more than the Government.

"In the broadcasting field," he added, "there is no problem of regulating rates, but the concern of the commission in this field is, and should be, primarily the interests of the listening public. This new department would invite listener responses to radio programs, getting not only complaints, such as are now received, and getting them perhaps in larger volume, but developing also comments from listeners upon program features which they enjoy and endorse.

"Thus would the Commission establish, for the first time, a close contact with the radio listeners and the users of telephone and telegraph, putting itself in a far better position to perform its important functions more intelligently. The compilation and analysis of these listener comments, from whatever source received and whatever their character, should be made public from time to time. Their publication alone would, as to the quality and kind of service rendered, be a most powerful guide and corrective.

"I believe this reorganization measure, if enacted by the Congress, will make the greatest advance we have yet made in the regulation of the broadcasting, telephone and telegraph industries".

WGBR are the call letters assigned by the FCC for the new station recently authorized in Goldsboro, N. C. [BROADCASTING, Feb. 1].

BIGWIGS at the 15th NAB district meeting in San Francisco recently, at which NAB President Neville Miller was principal speaker, are here powwowing during proceedings: (l to r) Lloyd E. Yoder, general manager of the NBC stations, KPO and KGO, San Francisco; H. D. Connick, managing director of the Golden Gate International Exposition; Mr. Miller and Ralph R. Brunton, director of the Northern California District of NAB, who presided at the meetings of the 15th district.

Wheeler Seeks Action

(*Continued from page 13*)

cohesion and morale. It is very likely to be an aggregation of individualists, each working too much his own way and to his own ends, with too little common purpose of serving the public interest.

"In the Communications Commission such conditions have been aggravated because the Commission for years has been plagued by politics—not simply party politics but the politics of big business too. The best way to eliminate politics is to center responsibility, carefully defined and appropriately limited, in a small group, where it cannot be dodged or divided. That way I think we can get results."

Proposals for smaller Commissions are contrary to previous Congressional action. The Interstate Commerce Commission, for example, has 11 members and the President has suggested it be increased to 16. The Power Commission, of which Mr. McNinch is former chairman, has five, the Trade Commission five, and the Tariff Commission six.

Senator White, in commenting on the Wheeler bill Feb. 8 said the proposal "is putting the cart before the horse. I have always insisted that the whole subject should be studied. I believe the study should precede legislation and not follow it.

"There is not anything right about this bill. It is terrible and I will oppose it."

White May Have One

Asked if he was considering offering a bill, the Maine Senator replied:

"Since Senator Wheeler has introduced a bill I may introduce one." It was learned that Senator White has drafted a measure which he intends to revise before introduction. He has not revealed any details of his proposal, though it is expected to call for seven or possibly more commissioners.

In the House, Chairman Lea said he had on his desk a rough draft of a bill similar to that introduced by Senator Wheeler. "However, I can not say that it will be like Senator Wheeler's when I introduce it," he asserted.

"I do not contemplate introduction of this bill until we have finished with railroad reorganization. You can say that the present plan is to let the Senate work over FCC reorganization while the House works on the railroad bill. When both are completed the House bill, of course, will go to the Senate committee and the Senate's FCC measure will come to the House committee. This is only tentative, however, and may be changed by developments in consideration of either measure."

The FCC reorganization bill has overshadowed all other discussion of legislation affecting broadcasting. A number of bills in which the industry has an interest are pending but all await committee action.

Rep. Wigglesworth (R-Mass.) let go another blast in the House Feb. 6 against the FCC as well as the proposal to establish a three-man Commission, which at the time had not been announced although speculative stories had predicted such a bill.

Mr. Wigglesworth referred to the December issue of *Nation's Business* carrying a statement that Thomas Corcoran, close adviser of the President, was writing a new FCC act. This was denied by Mr. McNinch.

In his speech to the House during consideration of the Independents Offices Appropriation bill, Mr. Wigglesworth no doubt sounded what will be the keynote of the Republican attack on the Wheeler bill when he said:

McNinch, White Confer

"As the record stands in conjunction with the pending proposal for a three-man commission, it has every appearance of an attempt to abolish the Commission as we have known it and to substitute a more centralized administration, possibly in the hope of avoiding an investigation. It looks also very much like an attempt to make this quasi-judicial agency subservient to the executive branch of the government in line with the general proposal in the original (Government) reorganization which excited such condemnation from those directly concerned."

Chairman McNinch and Senator White held a three-hour conference with Senate Wheeler in his office on Feb. 3. Emerging from the conference, Mr. McNinch said:

"We had a round table discussion looking toward a meeting of minds."

The chairman said the conference resulted in discussion of Commission reorganization legislation, and added, "but we talked some about policy."

Meeting newspapermen after the conference, Senator Wheeler denied the report that he or Mr. McNinch were considering a one-man administrator for communications.

"I would not want to give any one man that much power," he declared, adding that Mr. McNinch had never suggested a communications administrator.

"The three of us," the Senator stated, "discussed generally fundamental changes in the radio law. I haven't any deep-seated convictions on the subject but I agree with Senator White that a study should be made by our committee in order to have Congress lay down the policies the Commission should follow."

Mr. Wheeler said he had asked Senator White to work out a plan for such a study.

"There are a great many questions the Commission feels it does not have the power to decide," he added, naming responsibility of stations for libel, censorship, newspaper ownership and superpower.

"Senator White and I feel the whole field should be reviewed because radio has developed so fast since the last law was enacted. When we passed the law, we did not know anything about the problems of radio and just dumped them in the lap of the Commission. Now we feel there should be a general study of the whole radio field so Congress may fix the policies which will guide the Commission."

Both Senator Wheeler and Mr. McNinch pointed out that the discussion with Senator White revolved around policies and not administrative reorganization.

In his talk with newspapermen Senator Wheeler outlined the type bill he would introduce and said Mr. McNinch had been requested to present a rough draft.

Gets Rid of Commissioners

Asked if the purpose of the reorganization bill was to get rid of some of the present commissioners, rather than promote efficiency, Mr. Wheeler said it was not, but with a smile added, "If that was the main purpose it would be worth it."

The Senator stated his views, which he later incorporated in his statement, that three competent and high grade men could do the job better than a larger Commission because there was less apt to be friction and bickering. "Of course efficiency of any "Commission to a large extent depends on personnel. If we are going to put political hacks on them no Commission will work," he said.

"Do you think three men could handle all the three industries involved?" Senator Wheeler was asked.

"Certainly, if they are competent men," he replied. He indicated that he thought the chairman of a Commission should have power to parcel out work and run the Commission something like the Chief Justice runs the Supreme Court.

KVOA Holds Ceremony On Affiliation With NBC

KVOA, Tuscon, recently acquired by the Arizona Publishing Co. which also operates KTAR, Phoenix, joined NBC Feb. 5 as its 168th outlet in a dedication ceremony broadcast over a nationwide network. It also marked the beginning of service between the two Arizona stations permitting interchange of local and commercial programs.

Simultaneously, stockholders of Arizona Broadcasting Co., which operates KVOA, elected R. B. (Bud) Thomas, for more than a year general manager of the station, as its president.

Among those who participated in the dedication, which included programs originated in New York, Washington and Tuscon, were Senators Ashurst and Hayden, and Rep. Murdock, comprising the State's Congressional delegation; NBC President Lohr and Vice-President Gilman, and State officials headed by Gov. R. T. Jones.

Late Personal and News Notes

C. B. LOCKE, technical supervisor of KGKO, Fort Worth, on Feb. 15 becomes general manager of KFDM, Beaumont, Tex., which recently began operation under new management. The announcement was made by Darrold A. Kahn, secretary-treasurer and head of the company, who will divide his time between Beaumont and other business interests in Wichita Falls. Mr. Kahn announced also that Mrs. Faye MacCarthy, former traffic manager of KGKO, will take over similar duties with KFDM.

S. N. STROTZ, acting manager of NBC Central Division, Chicago, returned Feb. 11 from a business trip to New York, and will depart for Los Angeles on a business trip Feb. 16.

GEORGE B. PORTER, FCC assistant general counsel, left Washington Feb. 9 for New Orleans and Atlanta to participate in the taking of depositions in connection with KLCN, Blytheville, Ark. He was expected to return by Feb. 19.

BEN MORRIS, new announcer of WKY, Oklahoma City, was male winner of the recent RKO movie talent quest on KOMA, Oklahoma City.

SAM FULLER, formerly of the production department of WLW, Cincinnati, has been named to the production department of H. W. Kastor & Sons Inc., Chicago. He will produce the Tums' *Vocal Varieties* show in Cincinnati. Bob Jennings, radio director of Kastor, has returned following a two-week trip to Hollywood to confer with Irene Rich and Jimmy Fidler on the Welsh Grape Juice and Drene accounts.

JOHN BEESTON, formerly of KGHO, Iowa police radio station in Des Moines, has joined the engineering staff of WHO, Des Moines.

THOMAS RILEY, NBC production man, on Feb. 15 is transferred to the network's television production department.

R. T. DEVANY and Mark Forgette, formerly of WMFG, Hibbing, Minn., and Jim Hill, of J. Walter Thompson Co., Chicago, will work on baseball broadcasts for General Mills.

EMLYN OWEN, program director of WTAQ, Green Bay, Wis., is the parent of a baby boy born Feb. 5.

C. J. OLLENDORF, former vice-president of George H. Hartman Co., Chicago, has opened his own agency at 228 N. La Salle St., that city; telephone, State 7392. Among the accounts of C. J. Ollendorf Advertising, is Chicago Electric Merchandising Co. (electric household items).

LINDSEY ALLEY has been appointed manager of WHIS, Bluefield, W. Va., succeeding Charles H. (Pat) Murphey, resigned.

EDWARD D. CLERY has been named manager of WIBG, Glenside, Pa., with Rupe Werling, formerly of WTNJ, Trenton, N. J., as production manager. George Cahan, formerly of WCAU, and Jim McCann, of WTEL, Philadelphia, also have joined the WIBG announcing staff.

A. LESLIE GARSIDE has been appointed manager of CJGX, Yorkton, Sask. and will headquarter at the station's Winnipeg studios, 171 McDermot Ave. Dawson Richardson recently purchased CJGX.

BERTRAM LEBHAR Jr., director of sales for WMCA, New York, on Feb. 8 became the father of a baby girl, his fourth child.

HUGO SCHREIBNER Inc., Los Angeles agency, has moved to 111 W. Seventh Street. Firm has also added Edwin D. Klein as account executive. Mr. Klein formerly operated his own New York publicity service.

THOMAS M. GLUYAS, until recently with the television research division of Philco Radio & Television Corp., has been named chief television engineer of Midland Television Inc., Kansas City. He succeeds J. R. Duncan, who has joined Crosley Radio Corp. as chief television engineer.

KING LEAR, formerly of WMCA, New York, has joined the announcing staff of WAAF, Chicago. Brad Williams, formerly of WTMJ, Milwaukee, has also joined the WAAF announcing staff.

RODGER L. MUELLER, formerly of WTAQ, Green Bay, Wis., and more recently of WOMT, Manitowoc, Wis., has joined the announcing staff of WGN, Chicago.

LESTER HARLOW, chief engineer of KBIX, Muskogee, Okla., and Mrs. Harlow are the parents of a daughter, Wilma Diane, born Feb. 6.

JULIAN BISHOP, transmitter engineer of KFRO, Longview, recently married Margaret Ferguson of Tyler.

DAVID ROSKIND, who formerly operated his own advertising agency in New York and has been with George W. Doyne in Nashville and John Ring Jr. in St. Louis, has joined the sales staff of WMPS, Memphis.

RUSSELL NEFF, formerly of WXYZ, Detroit, has joined Knox Reeves Adv. Agency, Minneapolis, as assistant to Radio Director Lloyd Griffin.

LEROY SMITH, continuity editor of KMBC, Kansas City, has taken a leave of absence to free lance in the radio program field.

HIRAM HIGSBY, billed as "radio's original rube", recently celebrated his tenth year in radio during the *Brush Creek Follies show* of KMBC, Kansas City, at the local Ivanhoe Temple.

H. Marshall Allen

H. MARSHALL ALLEN, account executive of J. Walter Thompson Co., Chicago, died Feb. 9 of pneumonia in Henrotin Hospital. Mr. Allen, 50, was an executive on the Kellogg account and was well-known to Chicago radio men. A native of Seattle, Mr. Allen joined J. Walter Thompson Co. in 1936. He is survived by his widow and parents.

Full Text of Wheeler Bill [S. 1268] To Reorganize FCC...

Sec. 1. That for the purpose of this Act, unless the context otherwise requires—

(a) "Commission" means Federal Communications and Radio Commission created by Sec. 2 of this Act;

(b) "Board" means the Board of the Commission;

(c) "Chairman" means the Chairman of the Board.

Sec. 2. There is hereby created an agency to be known as the Federal Communications and Radio Commission which shall be administered by a Board composed of three members. All jurisdiction, powers, duties, and functions of the Federal Communications Commission under the Communications Act of 1934, as amended, are hereby imposed upon and vested in the Commission. The provisions of the Communications Act, 1934, as herein amended, shall, until further action by the Congress, continue in full force and effect, and shall apply to the Commission and to members of the Board to the same extent as said Act is now applicable to the FCC and to members thereof. The Commission shall have an official seal which shall be judicially noticed.

Sec. 3. The members of the Board shall be appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as Chairman, who shall be the principal executive officer of the Commission. The members of the Board first appointed shall continue in office for terms of two, four and six years respectively from Dec. 31 next following the date of their appointment, the term of each to be designed by the President, but their successors shall be appointed for terms of six years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the member whom he succeeds.

The members of the Board shall receive a salary at the rate of $10,000 per annum. Two members of the Board shall constitute a quorum. Not more than two members of the Board shall be of the same political party. The Board shall have power to perform any and all acts, to prescribe, issue, make, amend, and rescind such orders, rules and regulations and to hold such hearings as it may find necessary or appropriate to carry out the provisions of this Act.

The Board is hereby authorized by its order to assign or refer any portion of its work, business or functions to an individual member of the Board or to an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order, at any time to amend, modify, supplement, or rescind any such assignment or reference: Provided, however, that this authority shall not apply to the making of final decisions in contested proceedings involving the taking of testimony at public hearing.

Sec. 4. Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Board may appoint and prescribe the duties and fix the salaries of an administrative assistant for broadcasting, an administrative assistant for communications carriers, an administrative assistant for international radio and communications, a secretary of the Commission, a chief engineer and not more than three assistants, a chief accountant and not more than three assistants, a general counsel and not more than three assistants, a director of research and information and not more than two assistants, and, subject to the Classification Act of 1923, as amended, such attorneys as are necessary in the execution of the functions of the Commission; (a) each Commissioner may appoint and prescribe the duties of an assistant at an annual salary not to exceed $5,000, and a secretary at an annual salary not to exceed $3,000. The three administrative assistants, the general counsel, the chief engineer and the chief accountant shall each receive an annual salary not to exceed $9,000; the secretary of the Commission shall receive an annual salary not to exceed $7,500, and the director of research and information shall receive an annual salary of not to to exceed $8,000.

The assistants to the chief engineer, chief accountant and general counsel shall each receive an annual salary not in excess of $7,500 and the assistants to the director of research and information shall not receive an annual salary in excess of $6,000 each. Subject to the civil-service laws and the Classification Act of 1923, as amended, the Board may appoint such other officers, engineers, accountants, inspectors and other employees as are necessary in the execution of the functions of the Commission.

Sec. 5. The Administrative Assistant for Broadcasting, under the administrative supervision of the Chairman, shall be responsible for the efficient and expeditious handling and presentation to the Board of all matters relating to or connected with broadcasting (except international broadcasting).

Sec. 6. The Administrative Assistant for Communications Carriers, under the administrative supervision of the Chairman, shall be responsible for the efficient and expeditious handling and presentation to the Board of all matters relating to or connected with record communications by wire, radio or cable and all forms and classes of fixed and mobile radio telegraph service (other than international record communications) and all matters relating to or connected with telephone communications (other than broadcasting) by wire, radio or cable including all forms of fixed and mobile radio, telephone service, (other than international telephone communications).

Sec. 7. The Administrative Assistant for International Radio and Communications, under the administrative supervision of the Chairman, shall be responsible for the efficient and expeditious handling and presentation to the Board of all matters relating to or connected with international radio and international communications.

Sec. 8. (a) All officers and employes of the FCC (except the members thereof, whose offices are hereby abolished) are hereby transferred to the Commission, without change in classification or compensation for a period of sixty (60) days or for such longer period, not to exceed four months, in a temporary status as may be deemed necessary by the Board, subject to appropriate adjustment of classification or compensation to conform to the duties to which they may be assigned. All such officers and employes shall be eligible and shall have a preference for appointment in a permanent status to any position for which, in the opinion of the Board they are qualified.

(b) There are hereby transferred to the jurisdiction and control of the Commission all records and property (including office furniture and equipment, and including monitoring radio stations) under the jurisdiction of the Federal Communications Commission.

(c) All appropriations and unexpended balances of appropriations available for expenditure by the FCC shall be available for expenditure by the Commission for any and all authorized objects of expenditure in the discretion of the Board, without regard to the requirement of apportionment under the Anti-deficiency Act of Feb. 27, 1906. To the extent that it may be practicable to do so, the Board shall allocate a portion of its available funds for expenditure exclusively in the performance of functions relating to broadcasting and communications carriers, respectively, and shall make its expenditures in the performance of such functions in accordance with such allocations: *Provided*, That, if the Board at any time determines that any such allocation is in excess of the amount necessary for the performance of the functions for which such allocation was made, such excess may be used in the discretion of the Board for the performance of some other function.

Sec. 9. (a) All orders, determinations, rules, regulations, permits, contracts, licenses and privileges which have been issued, made or granted by the FCC under any provision of law, repealed or amended by this Act or in the exercise of duties, powers or functions, transferred to the Commission by this Act, and which are in effect at the time this Act takes effect, shall continue in effect until modified, terminated, superseded or repealed by the Commission or by operation of law.

(b) Any proceeding, hearing or investigation commenced or pending before the FCC on the effective date of this Act shall be continued by the Commission in the same manner as though originally commenced by the Commission.

(c) All records transferred to the Commission under this Act shall be available for use by the Commission to the same extent as if such records were original records of the Commission.

(d) The provisions of this Act shall not affect suits commenced prior to the effective date of this Act and all such suits shall be continued, proceedings therein had, appeals therein taken and judgments therein rendered in the same manner and with the same effect as if this Act had not been passed. No suit, action or other proceeding lawfully commenced by or against the FCC or any member, officer or employe thereof, in relation to the discharge of official duties, shall abate by reason of any transfer of authority, power and duties from the FCC or from such member, officer or employe to the Commission under the provisions of this Act, but the Court, upon the motion or supplemental petition, filed at any time within twelve (12) months after such transfer, showing the necessity for a survival of such suit, action or other proceeding to obtain a settlement of the question involved, may allow the same to be maintained by or against the Commission.

(e) The proceedings to enforce or set aside orders of the Commission and appeals from orders of the Commission shall be in the same manner and in the same courts as provided in the Communications Act of 1934, as amended, for enforcing or setting aside orders of FCC and for appeals from such orders.

Sec. 10. Subdivisions (a), (c), (d), (f), (h), (i), and (n) of Sec. 4, and Sec. 5 of the Communications Act of 1934, as amended, are hereby repealed.

Sec. 11. This Act shall take effect as soon as the members of the Board shall have taken office.

Engineers Taking Columbus Course

LATEST developments in radio engineering, including strides made by television and facsimile, constitute the primary interest at the Second Annual Engineering Conference of Ohio State University, Columbus, Feb. 6-17.

First week was devoted largely to topics centering around the transmitter with the second week given over to studio and visual problems. One of the highlights was a panel discussion on standards of good engineering practice led by Andrew D. Ring, assistant FCC chief engineer in charge of broadcasting.

Other lecturers and their subjects, include:

Stuart L. Bailey, Washington consulting radio engineer, "Standards of Good Engineering Practice"; Howard A. Chinn, CBS, "Functional Design and Measurement of Broadcasting Studio Facilities"; Dudley E. Foster, RCA License Laboratory, "Receiver Characteristics Having Special Broadcast System Significance"; Robert M. Morris, NBC, "The Development of the Proposed Standard Volume Indicator"; John F. Morrison, Bell Laboratories, "Practical Aspects of Radiating Systems and Transmission Lines"; Arthur VanDyck, RCA License Laboratory, "The Receiver as Part of the Broadcast System"; all from New York.

Loren F. Jones, RCA Mfg. Co., "Television on Transmission"; Charles J. Young, RCA Mfg. Co., "Facsimile"; Vladimir K. Zworykin, RCA Mfg. Co., "Electron Optics", all from Camden, N. J. John H. DeWitt, Jr., WSM, Nashville, "Standards of Good Engineering Practice".

Dr. W. L. Everitt, Ohio State, "Electromagnetic Waves"; Professor E. M. Boone, Ohio State, "High Power Rectifiers"; Donald B. Sinclair, General Radio Co., Cambridge, "Measurements on Broadcast Antennas", and Edwin E. Spitzer, RCA Mfg. Co., "Transmitting Tubes".

Latin Good-Will Series Is Inaugurated by NBC

ON LINCOLN'S Birthday, Feb. 12, NBC launched a new series of "good will" programs, recorded in Spanish and Portuguese by NBC for broadcasting to Central and South America on the shortwave stations W3XAL, W3XL, W2XAD and W8XK. Beginning with a program recorded from the porch of Lincoln's home in Springfield, Ill., where Lincoln received word of his election as President, the series takes Latin American listeners to a wide variety of typically United States scenes, showing them how their northern neighbors live.

Recordings, each a 15-minute program, were made by Arthur S. Deter and John Alfred Barrett of NBC's international division, J. Harrison Hartley, assistant director of NBC's special events division, and Jack Holmes, recording expert. Primary purpose of the radio tour of the U. S., according to Frank E. Mason, NBC vice-president in charge of the international division, is to give a true picture of the United States.

The AFRA Code

(*Continued from page 15*)

guarantee carries a 10% discount. On half-hour shows, rate for all rehearsals over four hours per performance drops to $3 per hour, with the same provision for hour shows after the sixth hour of rehearsal. Auditions carry half the broadcast fee, with rehearsals at the rates specified for regular broadcasts.

Off-the-line recordings, for use only by the original sponsor or his affiliated companies, may be made without extra charge if they are not broadcast on a network or on a major station of NBC, CBS or MBS in New York, Chicago, San Francisco, Hollywood or Los Angeles, the latter restriction not to apply if the record is used on a station unavailable at the time of the live broadcast and the sponsor billed for network operation only. Otherwise an off-the-line recording shall carry a fee not less than a rebroadcast fee, unless the talent has already been paid for rebroadcast.

Dramatized commercials carry minimum fees of $15 if on a quarter-hour show, with a $7.50 rebroadcast fee; $20 and $10 for a half-hour program and $25 and $12.50 for an hour program. These rates include a 15-minute rehearsal prior to the dress rehearsal.

Singers in a group of nine or more voices will be paid not less than $14 for a quarter-hour show, with $7 for the rebroadcast; for half-hour programs, $16 and $8; 45 minutes, $18 and $9; 60 minutes, $20 and $10. For members of groups of five to eight voices, minimum rates for 15 minutes are $24 with $8 for the rebroadcast; 30 minutes, $28 and $10; 45 minutes. $32 and $12; 60 minutes, $36 and $14. Rehearsals for these two classes are $4 the first hour and $1 each succeeding quarter-hour.

Additional Provisions

In groups of two to four voices, each member gets $30 for 15 minutes and $10 for rebroadcast; 30 minutes, $35 and $12; 45 minutes, $40 and $14; 60 minutes, $45 and $16. Rehearsals at $5 the first hour, $1.25 each succeeding quarter-hour. Soloists are paid $40 for 15 minutes, with $15 for the rebroadcast; 30 minutes, $50 and $17.50; 45 minutes, $60 and $20; 60 minutes, $70 and $22.50. Rehearsals at $6 the first hour and $1.50 each succeeding quarter-hour. Auditions at one-half both broadcast and rehearsal fees for all time required.

Guaranteed 13-week employment for singers carries 10% discounts from basic scale. Signature numbers are scaled at $15, with rebroadcast at $7.50, dress rehearsal included.

Minimum scale for announcers on 15-minute programs is $15, with a $10 rebroadcast fee; 30 minutes, $25 and $12.50; 60 minutes, $35 and $17.50. Rehearsals are $6 the first hour and $3 each extra half-hour. Contracts for 13 weeks for five quarter-hour broadcasts weekly carry weekly minimum wages of $75, with $37.50 for rebroadcasts. For six shows weekly the minima are $85 and $42.50. Daily rehearsals of 45 minutes are included in these weekly rates. Network cut-in commercial announcements are scaled at $10 each. Auditions are one-half the broadcast fee, with rehearsals at regular rates.

Special provisions for announcers include a fee of $50 for five prior recordings of a five-a-week program. The 45-minute daily rehearsal may be computed at 225 minutes weekly and used as producer wishes within the five days. Such rehearsal time may be used for prior recordings, with announcer agreeing to allow a 15-minute rehearsal for each live broadcast. Fee for news reporters on five-minute local news broadcasts, with not less than two a day, is $5 per broadcast. Supporting announcer's fee is $4 per show.

Fees for Doubling

Signature voices on dramatic shows shall be paid minimum scale of $50 for five programs weekly and $12.50 for rebroadcasts; $10 for a single show and $2.50 for the rebroadcast, with 15-minute rehearsal included. Fee for prior recordings on quarter-hour programs is $10, plus $6 for first hour of rehearsal and $3 for each succeeding half-hour. Extras and supernumeraries not speaking individual lines have minimum rates of $7.50 per program and $5 for the rebroadcast, including four hours rehearsal time in two sessions. Rebroadcast fees on 15-minute programs include 15-minute dress rehearsals immediately before the rebroadcasts. This applies to both actors and announcers.

Actors and soloists are permitted to double one part per performance without additional pay. Multiple doubling is permitted on variety shows and on programs consisting of short episodes.

BAT 1,000
for Your
Product in the
Northwest

with a
BASEBALL PROGRAM
on WTCN
MINNEAPOLIS ST. PAUL
. . . the Northwest's most popular home baseball broadcast station . . . home station of the famous
GEORGE HIGGINS, president of the American Association Broadcasters' organization and one of the men selected by NBC to broadcast the World series last year.

Now Available
BASEBALL SCORES AT 10 P. M. DAILY
American & National Leagues and American Association.

Now Available
DUGOUT INTERVIEWS AND BASEBALL CHATTER
Preceding Every St. Paul Game
A Presentation of Celebrities and Tales of Famous Plays and Players

For Rates and Further Particulars Write or Wire WTCN, Wesley Temple Bldg., Minneapolis, Minn., or FREE & PETERS, INC., National Representatives.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JANUARY 28 TO FEBRUARY 13, INCLUSIVE

Decisions . . .

JANUARY 28

MISCELLANEOUS — NEW, Monocacy Bcstg. Co., Frederick, Md., granted continuance hearing 60 days; NEW, Vincennes Newspapers, Vincennes, Ind., same; WEED, Rocky Mount, N. C., granted petition accept answer to appearance; KCMC, Texarkana, Tex., granted dismissal without prejudice applic. CP change freq. etc.; NEW, Brockway Co., Watertown, N. Y., granted continuance hearing; WMFF, Plattsburg, N. Y., granted motion to admit depositions; WEXL, Royal Oak, Mich., granted dismissal without prejudice applic. CP change freq. etc.; WBAX, Wilkes-Barre, Pa., granted 60-day continuance hearing renewal and assign. license; WBBC, Brooklyn, granted extension time to file reply brief.

JANUARY 30

WKBN, Youngstown—Granted mod. license D to 1 kw.

KIDW, Lamar, Col.—Granted renewal license and vol. assign. license to Lamar Bcstg. Co.

NEW, WRSP Inc., Wisconsin Rapids—Denied CP 1500 kc 100-250 w unl.

KLS, Oakland—Denied CP increase to 500 w.

KDAL, Duluth—Granted renewal license.

WBAX, Wilkes-Barre, Pa.—Denied reconsideration and grant applic. renewal license and vol. assign. license.

WHBI, Newark; WMBC, Detroit; WMIN, Minneapolis; KFOX, Long Beach; KYA, San Francisco—Licenses renewed, without hearing, reversing prior action.

SET FOR HEARING—WCOU, Lewiston, Me., CP increase D to 250 w; NEW, Calaway & Hooper, Marysville, Cal., CP 1420 kc 100-250 w unl.; NEW, Coastal Bcstg. Co., Brunswick, Ga., CP 1500 kc 100-250 w unl.; NEW, Grant Union High School District, N. Sacramento, Cal., CP in docket amended to 1370 kc 100 w D; NEW, Thumb Bcstg. Co., Brown City, Mich., CP amended to 880 kc 1 kw D; KGKL, San Angelo, Tex., applic. mod. license to 250 w N; WOC, Davenport, CP move trans., change 1370 kc 100-250 w to 1 kw unl.; WDRC, Hartford, CP amended to 5 kw N; WBT, Charlotte, CP directional antenna.

MISCELLANEOUS—KFDM, Beaumont, Tex., granted vol. assign. license to Beaumont Bcstg. Corp.; NEW, Mountain Top Trans Radio Corp., Denver, denied reopening record; KOAC, Corvallis, Ore., granted reconsideration of petition to reopen hearing re applic. KOY mod. license; WMBR, Jacksonville, Fla., denied petition for rehearing re applic. Metropolis Co., Jacksonville.

JANUARY 31

MISCELLANEOUS — KRLH, Midland, Tex., granted license for new equip.; WIBM, Jackson, Mich., granted license for new antenna, equip. etc.; WGPC, Albany, Ga., granted mod. license to change corporate name to Albany Bcstg. Co. Inc.

FEBRUARY 2

ORAL ARGUMENT GRANTED—WJBL, Decatur, Ill.; WBOW, Terre Haute, Ind.; WJBC, Bloomington, Ill.; NEW, Orville W. Lyerla, Herrin, Ill.; WEBQ, Harrisburg, Ill.; KFVS, Cape Girardeau, Mo.; NEW, Tri-State Bcstg. System.

MISCELLANEOUS—KFPW, Fort Smith, granted dismissal without prejudice CP increase power etc.; NEW, Martinsville Bcstg. Co., Martinsville, Va., granted order take depositions; NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y., same; KRSC, Seattle, same; NEW, Panama City Bcstg. Co., Panama City, Fla., same; NEW, Lawrence J. Heller, Washington, granted petition intervene applic. Monocacy Bcstg. Co.; NEW, Publix Bamford Theatres, Asheville, N. C., granted request take depositions.

FEBRUARY 6

WFAS, White Plains, N. Y.—Granted mod. license to use hours released by WGNY.

WDSN, Superior, Wis.—Granted vol. assign. CP to WDSM Inc.

SET FOR HEARING — KOH, Reno, Nev., CP change to 630 kc, increase to 1 kw etc.; WREN, Lawrence, Kan., CP move trans. etc.; WJNO, W. Palm Beach, Fla., mod. license N to 250 w; WOSC, Charleston, S. C., CP increase N to 1 kw etc.; KROY, Sacramento, mod. license to unl. etc.

MISCELLANEOUS — WAGM, Presque Isle, Me., granted renewal to 7-1-39; WJAX, Jacksonville, Fla., temporary renewal; WLBL, Stevens Point, Wis., same; NEW, Food Terminal Bcstg. Co., Cleveland, granted reconsideration applic. new station; WSTP, Salisbury, N. C., denied rehearing applic. new station at Rock Hill, S. C.

FEBRUARY 7

WNEW, New York—Granted mod. license to 1-5 kw.

WEMP, Milwaukee—Granted CP increase D to 250 w.

KMED, Medford, Ore.—Denied CP 1 kw unl.

WLW, Cincinnati — Denied extension exp. auth. 450 additional kw.

First Baptist Church, Pontiac, Mich.—Granted authority transmit programs to CKLW.

NEW, Kentucky Bcstg. Corp., Louisville—Granted CP 1210 kc 100-250 w unl.

WSBT, South Bend, Ind.—Denied auth. change 1360 kc 500 w to 1010 kc 1 kw unl.

NEW, Gateway Bcstg. Co., Louisville—Cancelled hearing date and directed applicant to submit new information re antenna.

WEEI, Boston—Denied temp. auth. 5 kw N to overcome interference.

FEBRUARY 8

MISCELLANEOUS — WHIO, Dayton, granted CP change equip.; WHBF, Rock Island, Ill., granted license change to 1240 kc 1 kw unl. directional N; WRAL, Raleigh, N. C., granted mod. CP trans., studio sites, new equip., radiator.

FEBRUARY 10

MISCELLANEOUS—KECA, Los Angeles, appearance accepted re new Montebello, Cal., application; KERN, Bakersfield, KMJ, Fresno, hearing continued on applics. increase power and granted order take depositions; KOMO, Seattle, granted petition accept respondent's answer in KRSC applic.; WCAD, Watertown, N. Y., denied for hearing 4-6-39 new station etc.; WHDF, Calumet, Mich., granted order take depositions; NEW, Martinsville Bcstg. Co., Martinsville, Va., granted motion amend applic. retain hearing date as 3-6-39; NEW, Gateway Bcstg. Co., Louisville, granted motion order cancelling hearing be set aside and affirmation order of 2-15-39 granted petition amend applic.

FEBRUARY 13

KOMA, Oklahoma City—Granted assignment license to KOMA Inc.

WGCM, Mississippi City—Granted mod. license re studio site.

KTFI, Twin Falls, Id.—Granted transfer control to O. P. Soule.

SPECIAL RENEWALS—WAPO, Chattanooga, to 7-1; WHLS, Port Huron, Mich., to 7-1; KVSO, Ardmore, Okla. 3 months.

SET FOR HEARING—New, M. L. Medley, Cookeville, Tenn., CP 1370 kc 100-250 w unl.; NEW, John F. Arrington Jr., Valdosta, Ga., CP amended to 1230 kc 250 w unl.; WICA, Ashtabula, O., CP increase D 250 w to 1 kw; NEW, Patrick Henry Bcstg. Co., Martinsville, Va., CP 1420 kc 100-250 w unl.

MISCELLANEOUS—WELI, New Haven, ordered CP be issued re directional antenna; WDGY, Minneapolis, denied reconsid. & grant without hearing or set for hearing applic. for auth. unl. time; WCOP, Boston, denied postponement decision on applic. change to 1130 kc etc.; WSUN, St. Petersburg, granted motion withdraw petition reopen case involving Pinellas Bcstg. Co. applic. new station, for further hearing and dismissed said petition; WCHS, Charleston, W. Va., dismissed without prejudica applic. CP 580 kc 1-5 kw LS unl.; WTAR, Norfolk, Va., granted temp. auth. 5 kw N.

Proposed Decisions . . .

(Supplanting examiners' reports under new Commission procedure. Officially described as "Digest of Proposed Findings of Fact and Conclusions of the Commission".)

NEW, John T. Alsop Jr., Ocala, Fla.—Recommended (B-1) that CP 1500 kc 100 w unl. be granted.

Applications . . .

FEBRUARY 3

KEX-KGW, Portland, Ore.—Auth. transfer control to beneficiaries of Pittock Will Trust.

FEBRUARY 6

KWKH, Shreveport, La. — Mod. exp. auth. new equip., increase 10 to 50 kw.

KGLO, Mason City, Ia.—CP new trans., antenna, increase to 1 kw, change 1210 to 1270 kc.

FEBRUARY 10

WNBC, New Britain, Conn.—Mod. license N to 1 kw.

KVWC, Vernon, Tex.—License for new station.

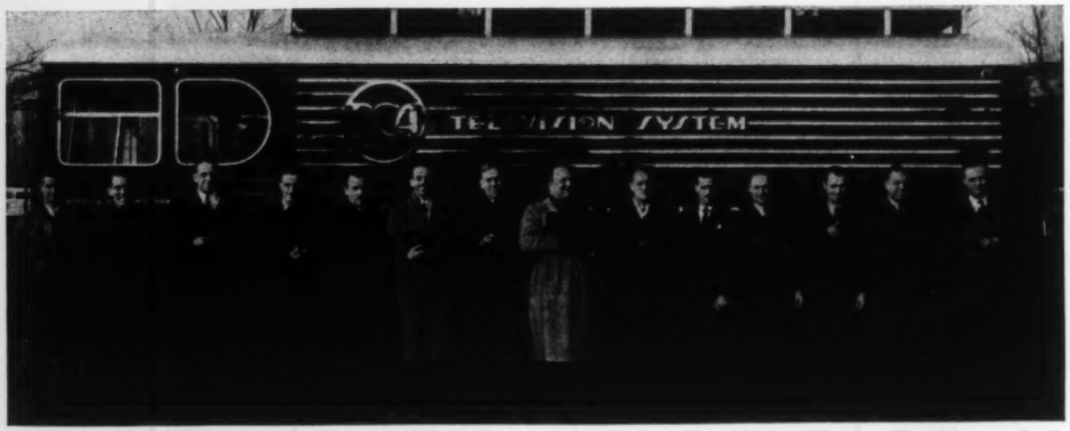
WTMA, Charleston, S. C.—Mod. CP re transmitter new station.

KRQA, Santa Fe, N. M.—Vol. assign. license to New Mexico Bcstg. Co.

WTCN, Minneapolis—License for equip. changes.

FEBRUARY 11

WAWZ, Zarephath, N. J.—Mod. license to directional.



TELEVISION CREW ranged alongside RCA telemobile unit in Washington, photographed just after completing successful seven-day demonstrations. Left to right: Richard Pickard, Bryson Rash, Robert Shelby, Harold See, Thomas Hutchinson, O. B. Hanson, Noran Kersta, Warren Wade, Howard Gronberg, Alfred Jackson, Gustav Hettich, Stanley Peck, Ross Plaisted, Edwin Wilbur [See pages 19-21].

SUNDAY COUGHLIN PICKETS CONTINUE

PICKETERS protesting against the refusal of WMCA, New York, to broadcast the Sunday radio addresses of Rev. Charles E. Coughlin, continued their weekly march before that station Jan. 29 and Feb. 5, and are conducting their marches against WOR and CBS headquarters on alternate Sundays. About 1,500 pickets appear, carrying placards denouncing radio "censorship", Loyalist Spain and the employment of refugees.

A new series of weekly broadcasts on WEVD, New York, entitled *Free Speech Forum*, has just been announced under the leadership of Father W. C. Kernan, rector of the Trinity Episcopal Church of Bayonne, N. J. Father Kernan on Feb. 16 will give an address entitled *My Answer to Father Coughlin*, and has invited distinguished citizens to join him in future broadcasts in an effort to counteract the "propaganda" of Father Coughlin.

WMCA on Feb. 4 carried an exclusive broadcast of the annual dinner of the New York City Real Estate Board at which Rep. Martin Dies discussed various phases of his investigation as chairman of the Congressional Committee Investigating Un-American Activities.

Rev. Harry F. Ward, professor of Christian ethics at Union Theological Seminary, is conducting a new series of Monday night talks, refuting Father Coughlin on WHBI, Newark, the Coughlin metropolitan outlet, under auspices of the American League for Peace and Democracy, Newark. WWRL, Woodside, N. Y., on Feb. 12 started a Sunday 9-10 p. m., rebroadcast of Fr. Coughlin's talks from transcriptions, which will be continued under auspices of a Jackson Heights Catholic Society.

Cony Put on Probation For Alleged Radio Hoax

LEONARD CONY, self-styled representative of the American Druggist Assn., who in mid-November was exposed when attempting to put over a near million dollar Hollywood radio hoax, pleaded guilty to a charge of obtaining money under false pretenses and was given a six-month suspended sentence and placed on two years probation. He was sentenced in Los Angeles Superior Court Jan. 27 when the charge was reduced to petty theft.

Cony at time of his arrest was charged with suspicion of grand theft and petty theft. Expose came when Forrest Barnes, Hollywood writer, became suspicious of Cony's actions and had Nick Harris, Los Angeles private detective, check the self-styled representative's activities. Cony, it was charged at the time, was setting up a half-hour transcontinental radio show for the drug association. Many radio and film actors were reported lined up for the series, to start last Dec. 8. Cony is reported to have obtained "loans" from various principals in the deal at times.

Network Accounts

All time EST unless otherwise indicated.

New Business

QUAKER OATS Co., Chicago (Farina), on Feb. 5 started *We, the Wives* on 4 MBS stations (WGN, CKLW, WHK and WCAE), Sun., 4-4:30 p. m. Agency: Benton & Bowles, Chicago.

LEVER BROS., Cambridge (Lux soap and flakes), on Feb. 13 started *Life and Love of Dr. Susan* on 60 CBS stations, Mon. thru Fri., 2:15-2:30 p. m. (repeat 5:15-5:30 p. m.). Agency: J. Walter Thompson, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Feb. 17 starts Bert Lytell in *Drama Time*, Fri., 9:30-9:45 p. m., CST, on 42 NBC-Blue network stations. Agency: H. W. Kastor & Sons, Chicago.

RALSTON-PURINA Co., St. Louis (shredded Ralston), on March 7 starts *Inside Story* on 64 NBC-Blue stations, Tues., 8-8:30 p. m. Agency: Gardner Adv. Co., St. Louis.

SWEETS Co. of America, New York (Tootsie rolls), on Feb. 13 started *Smilin' Jack* on 3 MBS stations (WOR, WGN, WAAB), Mon., Wed., and Fri., 5:30-5:45 p. m. Agency: Biow Co., N. Y.

RELIABLE FLOUR Co., Boston, on Feb. 16 starts 12 participations in *Gretchen McMullen* on 16 Yankee stations. Agency: Bennett & Snow, Boston.

GILLETTE SAFETY RAZOR Corp., New York, on Oct. 8 starts *The Truth, the Whole Truth* on 16 Yankee stations, Sat., 7:30 p. m. Agency: Maxon Inc., N. Y.

Renewal Accounts

EUCLID CANDY Co., San Francisco (candy bars), on Feb. 20 renews for 52 weeks, *Headlines on Parade* on 7 CBS Pacific network stations (KNX, KSFO, KOIN, KIRO, KFPY, KSL, KOY), and on June 5 adds KARM, Mon., 5:30-5:45 p. m. Agency: Sidney Garfinkel Adv. Agency, San Francisco.

LOOSE-WILES BISCUIT Co., Boston, on April 4 renews Sunshine *Dramatized News* twice weekly on 10 Yankee stations. Agency: Newell-Emmett Co., N. Y.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall cigarettes), on March 6 renews for 13 weeks Eddy Duchin on 53 NBC-Red, Mon., 9:30-10 p. m. Agency: Young & Rubicam, N. Y.

LADY ESTHER, Chicago (cosmetics), on Feb. 20 renews Guy Lombardo on 47 CBS stations, Mon., 10-10:30 p. m. No new agency has been named to replace Lord & Thomas, Chicago, formerly in charge.

Network Changes

J. G. DODSON Proprietaries, Atlanta (Ironized Yeast), on Feb. 5 added WHBF, new MBS affiliate, to *Original Good Will Hour*, Sun., 10-10:30 p. m. and 18 Texas State Network stations, 10:30-11 p. m.

CHESEBOROUGH MFG. Co., New York (Vaseline products), on Feb. 7 switched *Dr. Christian* on CBS from New York to Hollywood.

GOSPEL BROADCAST Assn., Los Angeles, on Feb. 5 placed its *Old Fashioned Revival Hour* on WLS, Chicago, Sunday, 7-8 p. m. (CST). Agency: R. H. Alber Co., Los Angeles.

Max Gordon Joins NBC

MAX GORDON, theatrical producer noted for picking hit shows, has joined NBC to work under John Royal, program vice-president. He is helping with production of both sound and television broadcasts.

KSCJ Shifts to NBC

KSCJ, Sioux City, Ia., on Sept. 24 shifts from CBS to NBC. C. W. Corkhill, manager of the station, closed the deal Feb. 13. The evening hour rate is $140.

FIRST anniversary of WOMI, Owensboro, Ky., was observed Feb. 7 with executives and talent from WLW, WGN, WSM, WHAS, WAVE and WLAP participating. Honored by Owensboro business men was Lawrence W. Hager, president of the Owensboro Broadcasting Co., newspaper publisher, postmaster and civic worker, and his associates W. Bruce Hager and George M. Fuqua.

ARTURO TOSCANINI, director of the NBC Symphony, leaves the Saturday night series Feb. 25, going to England to conduct a series of concerts. Guest conductors will take his place.

GENERAL BAKING Co., New York (Bond Bread), on March 27 adds WOR and WSPD to *The Lone Ranger* on MBS stations, Mon., Wed., and Fri., 7:30-8 p. m.

R. L. WATKINS Co., New York (Dr. Lyons), on March 6 adds KFBK, KWG, KMJ and KERN to *Backstage Wife* on NBC-Red, Mon. thru Fri., 4-4:15 p. m.

GENERAL FOODS Corp., New York (Postum), on Sept. 26, moved *Lum & Abner* on 46 CBS stations, Mon., Wed., Friday, from 6:45-7 p. m. to 7:15-7:30 p. m. (repeat, 11:15-11:30 p.m.).

LADY ESTHER Co., Chicago, on Feb. 20 adds KFH, CFRB, WMAQ, WDAE, WJNO to the 43 CBS stations airing *Lady Esther Serenade*, Mon., 10-10:30 p. m. (EST), and on April 30 will add KOIL placed direct.

A. S. BOYLE Co., New York (Old English Floor Wax), on Feb. 6 added 14 NBC-Red stations to *John's Other Wife* making a total of 38 NBC-Red, Mon., Tues., Wed., 10:15-10:30 a. m.

BI-SO-DOL Co., New York (proprietary), on Feb. 6 added 14 NBC-Red stations to *John's Other Wife* making total of 38 NBC-Red stations, Thurs., Fri., 10:15-10:30 a. m.

QUAKER OATS Co., Chicago, on Mar. 4 starts origination of *Tommy Riggs* from Hollywood, 8-8:30 p. m. on NBC-Red.

U. S. TOBACCO Co., New York (Dill's Best, Model tobaccos), on Feb. 27 will replace Pick & Pat with Howard & Shelton on *Model Minstrels* on 41 CBS stations, Mon., 8:30-9 p. m.

KOLYNOS Co., New Haven, (toothpaste), on Feb. 6 added 14 NBC-Red stations to *Just Plain Bill* now on 19 Red stations, Thurs., Fri., 10:30-10:45 a. m.

ANACIN Co., Jersey City (headache pills), on Feb. 6 added 14 NBC-Red stations to *Just Plain Bill* making a total of 33 NBC-Red stations, Mon., Tues., Wed., 10:30-10:45 a. m.

Gates Remote Equipment—
"Does a Better Job at a Lower Cost"
GATES RADIO & SUPPLY CO. Quincy, Ill.

Silver Lining

JACK REESE, of mail department of NBC-Chicago, has returned to his work following an appendectomy. The appendix was so much larger than normal that Mr. Reese sold it to his surgeon for $25, for inclusion in a medical collection.

WTAR, Norfolk, on Feb. 13 was authorized by the FCC to operate with 5,000 watts power night for 30 days to overcome interference from CMQ, Havana, on its 780 kc. frequency. The authorization is to terminate should the interference be eliminated.

ELECTRICAL Sound Engineering Co., Baltimore, headed by Frank X. Green, has purchased the assets of the Fidelity Recording Co., Baltimore, which is being moved to 904 E. 41st St., that city.

LA CONFESSION CIGAR Co., upon moving its main offices from Kansas City to Denver, opened its advertising campaign with a two-hour broadcast of the finals of the amateur Elk pugilistic bouts over KLZ.

FOURTH anniversary of *Make Believe Ballroom* on WNEW, New York, conducted by Martin Block, was celebrated Feb. 3 by an open house studio party, which was attended by many of the orchestra leaders whose records are heard daily on this three-hour broadcast.

FIVE DAYS of broadcasting, from Feb. 14 to 18, in full view of the public from special studios on the busiest corner of Winnipeg, is CJRC's method of celebrating its fifth birthday during Winnipeg's noted Bonspeil, ice curling matches.

WRBL New CBS Outlet, WIND Gets Sustainers

ANNOUNCING the affiliation of WRBL, Columbus, Ga., as a member of its South Central Group, effective on or before March 15, CBS disclosed that on Feb. 16 WIND, Gary, Ind., will resume an old arrangement with the network whereby it carries two hours or more of CBS sustaining shows daily. These are shows which WBBM, Chicago, cannot carry. WIND is headed by Ralph L. Atlass, brother of J. Leslie Atlass, CBS Western Division vice-president who is also a stockholder in WIND.

WBRK, Pittsfield, Mass., has relinquished its CBS affiliation and on March 1 joins MBS as that network's 110th affiliate. WBRK will also affiliate with the Yankee and Colonial networks.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00
$40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Merchandising & Promotion

Egg Splitters — Tale of a Scissors — For Invalids — Seth's Followers — A Week of Sports

JACK-in-the-box cardboard folder has been issued to promote the new transmitter of WENR-WLS, Chicago, and the increased coverage resulting from the 586-foot RCA tower. When a tab is released from a slit in the cardboard, out pops an 18-inch replica of the transmitter. Lower portion of the folder shows a two-color map comparing the old and new coverage. A second promotion folder has been issued for WMAQ, NBC-Red outlet, Chicago. Cover carries picture of an ocean liner and beneath is the word "Soundings". From the liner's rail a piece of string leads through the cover to a separate folder showing pictures of the cast of *Kaltenmeyer's Kindergarten*, a Saturday afternoon show on WMAQ. One announcement of the picture offer brought 23,644 requests, according to the promotion piece. Both mailing pieces were designed by Emmons C. Carlson, director of sales promotion of NBC-Chicago.

* * *

Separators in Demand

WRVA, Richmond, heard this announcement early in February: "The P. L. Farmer Co. of Richmond is giving away, no strings attached, 3,000 egg separators to those who will stop a Farmer truck anywhere on the streets of Richmond and ask for one." The supply was nearly exhausted in three days.

* * *

Fort Wayne Jalopies

FORT WAYNE Auto Trades Assn. used WOWO in promoting Used Car Week sales from Feb. 3-10. The *Hey! Mr. Motorist* traffic safety program was adopted as the vehicle. To promote auto sales, two announcers theoretically interviewed an old worn-out automobile run about 112,000 miles. Another feature was a parade of discarded vehicles en route to the "graveyard".

* * *

Told by Scissors

KWTO, Springfield, Mo., has mailed a promotion folder to which a pair of small scissors is attached. Copy tells how Quaker Oats offered a dress clip in return for four trademarks on KWTO's *Ozarkana Corners*. Without the help of scissors, says KWTO, it would have taken 10 clerks 27 hours to cut out the 20,000 trademarks mailed in after 12 announcements of the give-away.

* * *

New Brochures

WOWO, Fort Wayne — Program folder titled *A Half Million Good Mornings*, promoting the *WOWO Morning Roundup*.

WIBW, Topeka — Brochure, *It's the Net That Counts*, stressing mail response to WIBW's commercial programs.

WHO, Des Moines—Folder promoting Hoxie Fruit Co. program on behalf of Blue Goose oranges.

WTAM, Cleveland—Four-page red pamphlet explaining how WTAM "breaks U. S. audience record for visual broadcast" during *Hour of Charm* program Jan. 10, attended by 14,000.

Montana Scramble

COMMERCIAL staff of KGVO, Missoula, currently is selling participation in *KGVO Slogan Contest*, new cooperative program built around daily cash prize offers for slogans for each of 26 sponsors during the first month of the contest. With all contracts set for a three-month run, the second month will feature a memory contest built around the slogans, with daily cash awards, and the third month, a scrambled slogan contest.

* * *

Esso Promotion in South

HIGHLIGHTED by a sound movie describing UP newsgathering methods, 600 South Carolina Esso Dealers recently attended the two-day promotional meeting, preparatory to *Esso Reporter* newscasts started on WIS, Columbia, Jan. 30, as guests of Standard Oil, UP and WIS. To familiarize dealers with local production procedure an actual news broadcast was simulated with studio control room setting and cast complete.

* * *

Food Show Promotion

FOR THE fourth consecutive year, WGAR, Cleveland, is cooperating with local food brokers and dealers with a series of interviews tied up with the Cleveland Food Show which is scheduled March 9-18. John Walsh, in charge of food accounts, is lining up the interviewees, the WGAR continuity department is writing the interviews, and Maurie Condon is handling the shows.

* * *

WLS Gives 25 Wheelchairs

PUSHING its movement to supply wheelchairs for hospitals and patients throughout the Midwest with radio publicity, WLS, Chicago, recently distributed 225 wheelchairs receiving about $7,000 from listeners to aid in the purchase of the chairs.

AFTER receiving a 50-pound piece of "Blarney Stone" part of ten tons imported recently to this country from the original grounds of Blarney Castle, Ireland, the B. T. Babbitt Co., New York, is currently offering listeners to its transcribed program, *David Harum*, a "Blarney Stone" chain bracelet in return for a label from a can of Bab-O and 25 cents. The stone used for the bracelets has been insured for $10,000 against breakage or theft. Programs are handled by Blackett - Sample - Hummert, New York. T. P. Kelly holds the stone and Peggy Sweeney kisses it, while Babbitt's sales director, L. J. Gumpert, looks on.

Display Stands

ATTRACTIVE display stands equipped with a slot arrangement which permits changing of announcement cards from time to time, are being distributed by KVOE, Santa Ana, Cal., to advertisers. Easel-type stands are 14 inches wide by 23 inches high and are given prominent spots by advertisers in their places of business, according to Jack O'Mara, station promotion director. Stand also carries tag-line of Mutual-Don Lee, with which KVOE is affiliated.

* * *

20,000 of Seth's Books

OVER 20,000 *Seth Parker* Party Books, fully illustrated and containing 120 games and stunts played at the Jonesport parties, have been requested and distributed to the *Seth Parker* radio audience by the Vick Chemical Co., Greensboro, N. C., sponsors of the weekly variety program on NBC, who are currently offering the books to listeners.

* * *

Music Wanted

FOLLOWING the RCA Mfg. Co.'s renewal of its contract with NBC, San Francisco for *Music You Want*, the Leo J. Meyberg Co., RCA distributor, is pasting small stickers on all its packages, calling attention of dealers to the fact that *Music You Want* is heard over KGO six nights a week at 11:15 p. m. PST. and suggesting they listen to the program.

* * *

School Calendars

SAMUEL GOMPERS Trade School, San Francisco, sponsoring a Saturday morning feature *Vocations & Avocations* on KSFO, San Francisco, is merchandising its program by distributing to listeners requesting them, calendars picturing a KSFO microphone and giving details of the broadcast.

* * *

Jamboree Replies

SINGLE OFFER of a book of poems written and read by Barton Rees Pogue on *Boone County Jamboree*, heard on WLW, Cincinnati, recently brought 22,000 requests for copies in the following week's mail. In addition to the Hoosier poet-philosopher's poetry, the book contained pictures of the cast and stars of the show.

* * *

News in the Crucible

TO PUBLICIZE its news broadcasts, KDYL, Salt Lake City, has supplied a selected group of listeners with mimeographed charts upon which listeners can rate KDYL's newscasts, taking into consideration the newscaster's delivery, clarity, quality of news presented, pronunciation, and editing.

* * *

Cards for Cars

WHN, New York, has placed 500 car cards in public service busses in New Jersey to promote its Hollywood program, known as *Modern Movies Reporter* with Sam Taylor, who is also conducting a radio column in *Modern Movies Magazine*, *Personal Romances*, and *Movie Life*.

* * *

Boston Alligator

FOR THE best letter on "Why I Like the *Six to Sixteen Program*", half-hour weekly feature for kids between those ages, WEEI, Boston, is awarding "Mike", a pet baby alligator and station mascot.

Free Radio Sets

TO PROMOTE the Feb. 6 fashion broadcast by Carmel Snow, editor of *Harper's Bazaar*, the magazine had 100 messenger boys distribute 200 small radios wrapped in cellophane to fashion editors and clients in New York City with a note attached asking them to be sure and listen to Miss Snow's talk shortwaved from Paris by CBS.

WFBL's Sport Week

A WEEK of intensive promotion was placed behind the Tidewater Associated Oil Co. sports review by WFBL, Syracuse, during the week of Feb. 6 when the baseball film "The National Game" was in town. Under direction of Bob Soule, 35 showings of the film were arranged, bringing before some 25,000 persons the voice of Leo Bolley, Tydol-Veedol sports commentator. A Tydol-Veedol evening was arranged at the Onondaga Hotel, along with the showings before schools and other organizations.

* * *

Don's Secrets

KELLOGG Co. for its "Don Winslow Squadron of Peace" is offering the following items on its NBC program: Don Winslow manual, membership card, copy of creed, metal badge. The new manual is a 24-page publication printed in red and blue, is complete with secret codes and features pictures of the radio cast. The Peace Squadron consists of listeners who subscribe to the program's policy of securing national peace by being prepared for the country's defense. Wheat Krispies box top and a dime are required with the offer.

* * *

Preview of Fu

AFTER an elaborate preview earlier in the month, KDKA, Pittsburgh, on Jan. 31 began thrice-weekly broadcasts of *The Shadow of Fu Manchu* on Tuesdays, Wednesdays and Thursdays at 8:15 p. m. The transcription series was previewed Jan. 18 in a typically Chinese atmosphere before more than 100 invited guests, including agency executives, advertisers and Pittsburgh business men and their wives, with a full-course Chinese dinner served.

* * *

Swing for the City

WITH the city treasury benefiting from the proceeds, KOMA, Oklahoma City, recently held its first *KOMA Swing Club* dance in the municipal auditorium, with Herman Chaney's staff band playing. Swing Club membership cards, issued free of charge, admit couples to the dance for $1 rather than the $1.50 admission charged nonmembers.

* * *

Sperry's Bowls

SPERRY FLOUR Co., San Francisco, sponsor of *Dr. Kate*, NBC-Pacific Red serial, is offering a set of three Franciscan-ware bowls for 50 cents and a slip showing purchase of Wheat Hearts.

* * *

Introduced by Heinie

SPONSORS participating in the *Heinie & His Grenadiers* programs on WTMJ, Milwaukee are invited as "commercial guests" to watch the program on which their advertising runs. These guests are introduced on the air by Heinie.

NOT BLACK MAGIC...

...but the kind of magic that moves merchandise off back shelves and from preferred display space into market baskets... that excites dealers and inspires salesmen. That's the kind of magic in the words... "produced in the studios of the Nation's Station." And to create this magic no strange abracadabra is used... no witches' potions are concocted by the light of the moon... but into the WLW cauldron is carefully stirred and skillfully blended one part imagination, one part showmanship, one part facilities and three parts conscientious and sincere effort. The resulting elixir will bring results whether you're planning a test campaign or a full net work presentation. In either case, consider the value of those magic words... "produced in the studios of the Nation's Station"... the hallmark of premium radio production at lower costs.

During the first week of February, 1939, WLW originated 157% more commercial network quarter hour units than it did during the first week of September, 1938 . . . proof that more and more national advertisers are realizing the magic of WLW production.

ONLY WINNER OF TWO VARIETY SHOWMANSHIP AWARDS FOR PROGRAM ORIGINATIONS
1936 1938

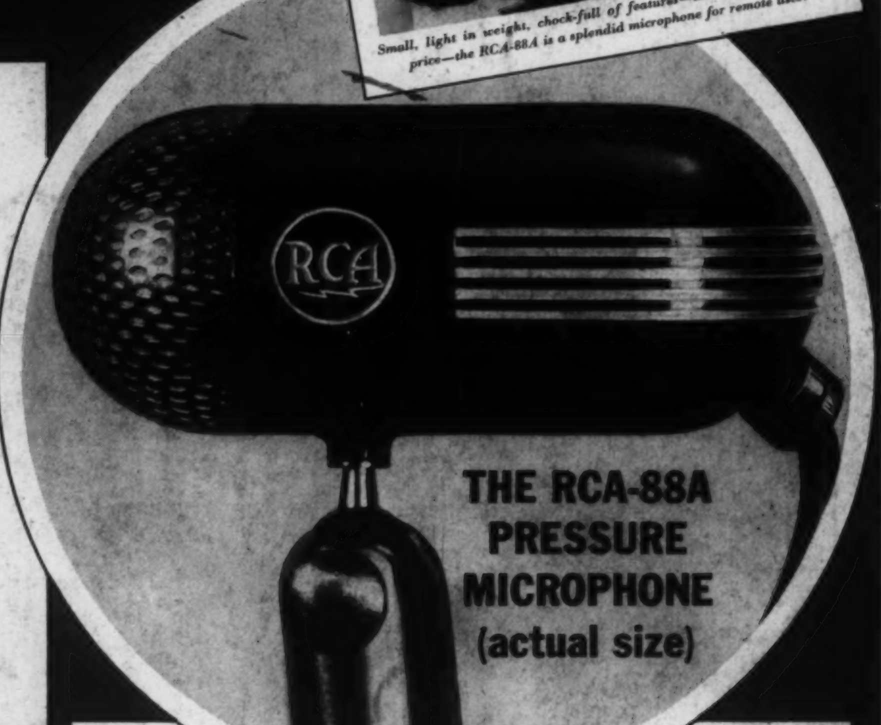
A New RCA Microphone You'll Call Ideal for Remote Pick-ups!

Small, light in weight, chock-full of features—and extremely low in price—the RCA-88A is a splendid microphone for remote uses.

Amazingly low in price, the RCA-88A Pressure Microphone offers many features which prove its outstanding quality

Here's an RCA microphone that stands head and shoulders above all others for remote pick-up use. The result of the vast experience of the world's leading microphone designers, the RCA-88A combines light weight and small size with unusually high output levels. It is equipped with an ingenious swivel mounting so that you can use it in either a horizontal or a vertical position. When used vertically its pick-up characteristics are non-directional for all frequencies.

Surprisingly low in cost, the RCA-88A combines high fidelity frequency response with the mechanical ruggedness so necessary for truly worthwhile portable equipment. It is impervious to moisture or pressure and temperature changes because of its moulded styrol diaphragm. In short—a microphone you have been wanting for a long time!



THE RCA-88A PRESSURE MICROPHONE (actual size)

Look at these SPECIFICATIONS of the RCA-88A

1. Output Level (10 bar signal—open circuit). 6 milliwatt reference, –54 db. 12½ milliwatt reference . . . . . –57 db.
2. Output Impedance . . . . 50 and 250 ohms
3. Frequency Response . . . . 60 to 10,000 cycles
4. Magnet . . . . Permanent Red Dot Alnico
5. Finish, Black and Chromium
6. Size . . . 4½" x 2⅛"
7. Weight . . . . 1 pound
8. Mounting, ½" pipe thread
9. Stock numbers: With 6 foot cord MI-4048
With 30 foot cord MI-4048A

RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

USE RCA RADIO TUBES IN YOUR STATION—FOR FINER PERFORMANCE

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